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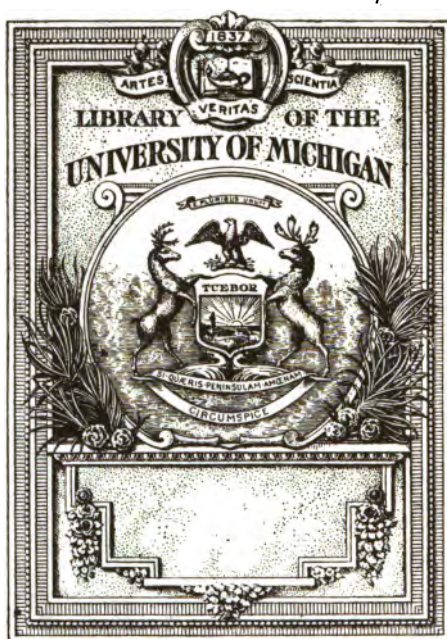
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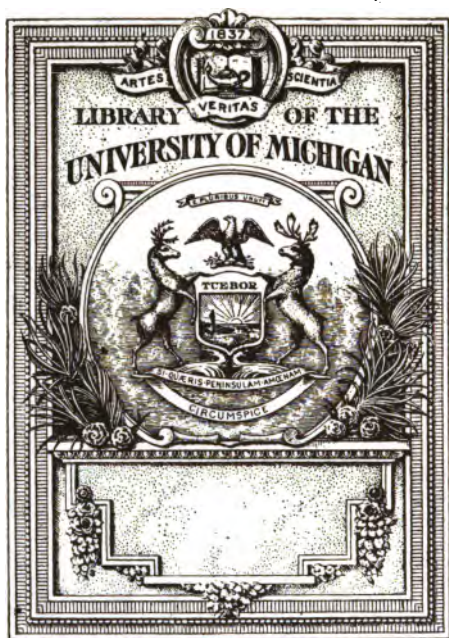
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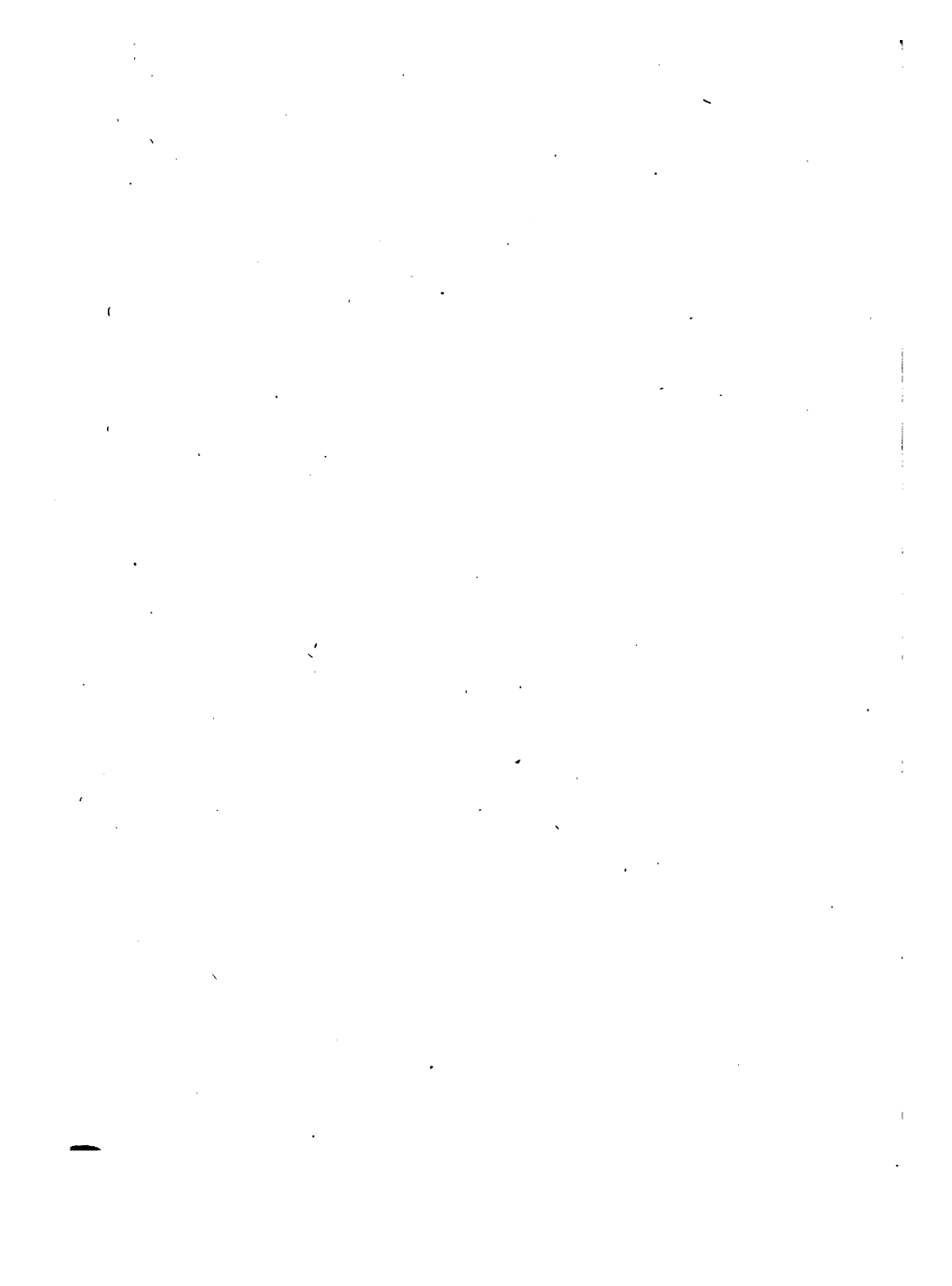


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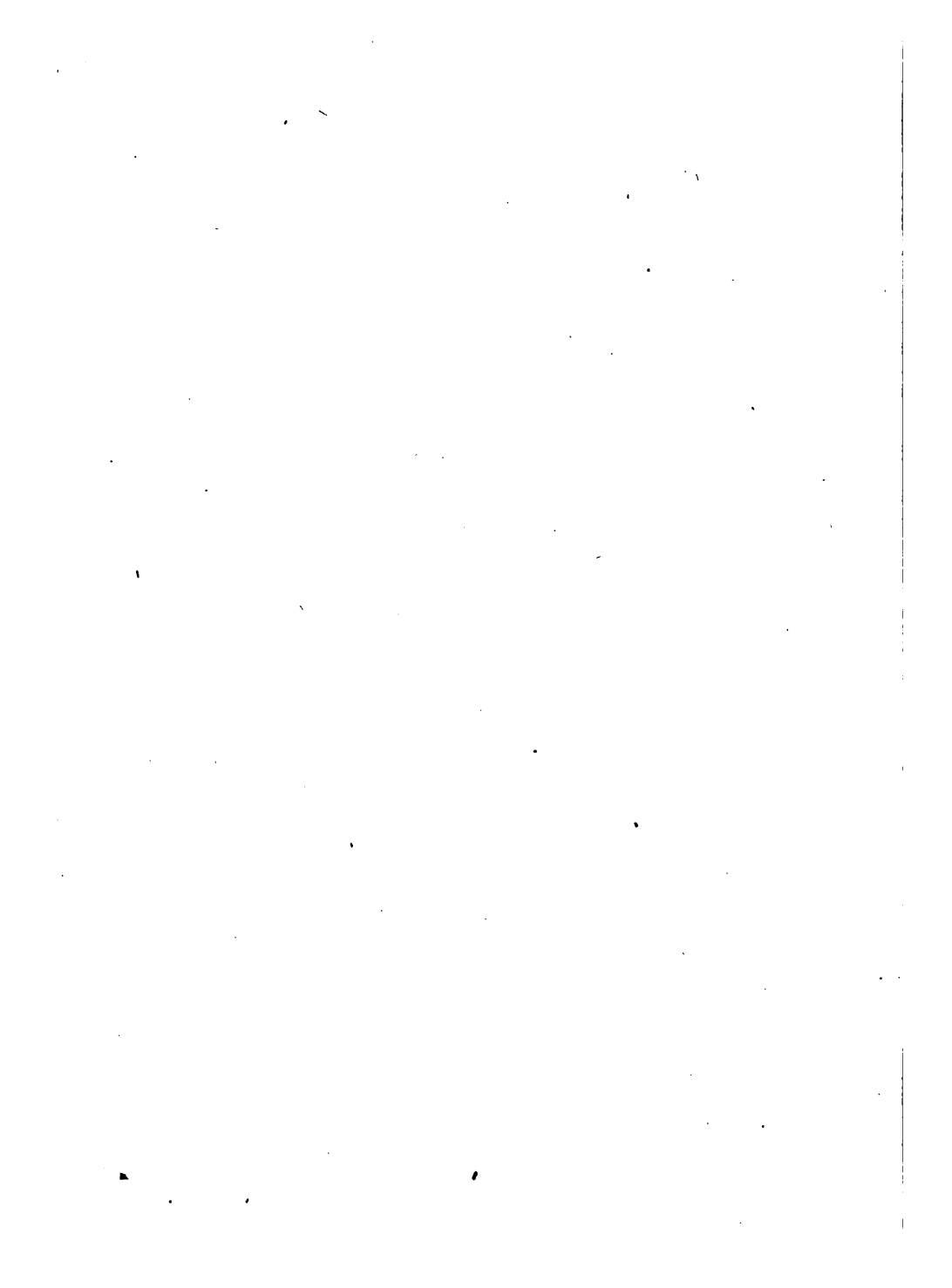
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APR 13 1918

# *The* **MAILBAG**

*A Journal of  
Direct Mail  
Advertising*



U.S.

APRIL  
VOL. II

&

1918

NO. I

# You think you know something you don't

There are still some business men, executives, department heads, live wires in different lines of business—who think they know all about the Multigraph when they don't know the first thing about it. You yourself may not know anything at all about the Multigraph or you may have an idea it's merely a device for printing typewritten letters.

Liberty Bond coupons are dated on the Multigraph, pasteboard boxes are printed on the Multigraph, the paper strips on the inside of cigar boxes, and many times the wood sides of the cigar box itself, are printed on the Multigraph. The imprinting or "over-printing" on internal revenue stamps and the cancelling of internal revenue stamps are both done with the Multigraph.

But let us show you something. Pull a dollar bill out of your pocket and look at the signature. If it's a national bank note the chances are that signature was printed on the Multigraph. Pick up the catsup bottle on your table. Its label was probably printed on the Multigraph. When your wife buys a new corset the label she finds attached to it was in all likelihood printed on the Multigraph.

Everywhere you go, and on almost everything you buy, you see the work of the *rapid-fire Multigraph*. In fact, if you see any label or tag or moderate-sized carton or wrapper or pasteboard box or paper bag that is *not* printed on the Multigraph, it's because the man who paid for the job thinks he knows when he doesn't and is therefore still groping in the dark not realizing the speed and the savings the Multigraph accomplishes. *Mail the coupon.*

*You Can't Buy a Multigraph Unless You Need It*



## Get a **MULTIGRAPH**

THE MULTIGRAPH

1822 E. 40th St., Cleveland, Ohio

The Multigraph Senior is \$716 to \$766—Multigraph Junior, hand driven, \$190 and up. Easy payments.

Please give us detailed facts regarding the application of the Multigraph in our business.

Name

Firm

Street Address

Town  State

Please mention **THE MAILBAG** when answering advertisements. Thank you.



# THE MAILBAG

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(April, 1918 to April, 1919)

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1800 East 40th St. Cleveland, Ohio

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# The MAILBAG

A Journal of Direct-Mail Advertising

Edited by Tim Thrift

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Vol. 2

April, 1918

No. 1

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## The Tale of the Pups

By Jack W. Speare

*Advertising Manager, The Protectograph Co., Rochester, N. Y.*

This is a dissertation on direct-mail advertising which Jack Speare gave to a class of youngsters in advertising at the Rochester Ad Club. But there's a lot of meat in it for the old-timers, as well. His analysis of all advertising mediums and their relationship is particularly keen.

LOOKING into all these bright and smiling young faces—as the superintendent in our Sunday School used to say—I admit that I feel some diffidence about coming here this evening and trying to add to your already generous store of information about advertising.

I assume you have heard from previous speakers in your course here at the Ad Club, all about "What is Advertising;" and from Dr. Harry Goodwin all about "Copy;" and "How to Write It" from the same unquestioned authority—so that you know what kind of copy should be written to fit any given set of conditions, and how to write it—and if you know that you know more than those who have been doing it all their lives.

So, really, my task this evening, should be quite an easy one, and trying to tell you more about the subject of Advertising would be like trying to sell a barrel of kerosene to Mr. John D. Rockefeller—so with your indulgence I should like to talk for a little while about dogs, particularly a frolicsome little Boston bull puppy with fond blue eyes.

Seriously, I trust you are not taking these advertising lectures too seriously. Lectures do not build experience. They only give you a general idea of theories and basic principles, which you must work out, each for yourself, in actual

practice. Medical students, you know, attend lectures as part of their study; but the lectures are really side issues, merely for the purpose of theorizing about the actual work they do in the clinics, in cutting people open and finding out what is inside of them, and so forth. They do not become licensed practitioners by reason of merely listening to lectures. And, just so, you cannot expect to be paid very highly for your services in advertising work until you have performed operations, have cut your clients open and drawn the lifeblood from their pocket-books and have learned by painful experience—the clients' pain and your experience—what works and what does not.

Believing you can learn the advertising business by just listening to lectures is like looking at the pretty lithographs on the easels in front of the Lyceum theatre and "making believe" you are inside listening to the opera.

And now I am coming to the subject of dogs, of which I spoke. I trust you will have patience with me, and as a reward for your patience I will reassure you at the start that this little lecture of mine isn't going to take over 19 to 20 minutes at the outside. After which we can have a few minutes' discussion if you like, and then you can wind up the Club Victrola and put on your

jazz records and get right down to the real serious business of the evening.

Advertising direct by mail is only one of many advertising vehicles employed by merchandisers to attract, interest, convince, etc., those to whom they wish to sell. There is no one form of advertising to meet all needs—our soliciting friends of the newspaper, magazine and bill-board fields to the contrary notwithstanding—any more than you can ride from the City Hospital to Mt. Hope without changing street cars unless you go de luxe in a hearse or other private conveyance.

Direct advertising has some peculiar advantages of its own—but, I repeat, it will not fit all needs or all men any more than a suit of Stein-Bloch clothes.

Possibly we take to direct advertising more readily and naturally than to other forms, because it is so logical and simple. We have all been in the habit when we wanted to say anything to somebody who could not be reached conveniently by word or mouth, to say it to them in a letter, which Uncle Sam delivers for two or three cents.

For example: You have a dog that is no longer welcome in your home—a Boston bull pup, let us say, that has made itself unpopular by tearing up the rugs and curtains. But it is a good pup in its way, and out in Batavia or Canandaigua is a cousin of yours who always expressed a fancy for said pup. Almost unconsciously, you use direct advertising and write a line to your cousin saying the pup is now looking for a good home.

You could use the newspaper, putting a liner ad in the *Democrat & Chronicle*, saying for about fifteen cents a good home is wanted for a beautiful blue-eyed Boston bull pup with loving disposition and a robust appetite. And you would probably get lots of replies. But you would have to sift over all those replies and look into the home life and social standing of each applicant. Maybe the most promising replies would be from Baptist or Episcopalian families, whereas this is, say,

a Lutheran pup—Well, anyway, you get my idea. You know all about the religious convictions and moral uprightness of your cousin in Batavia, so you economize on advertising expense and time by using direct mail advertising.

Now, if your cousin replied that he had been weaned away from his fondness for Boston bulls and was become a lover of, say, Airedale terriers, then, simply, your prospect list needs revising; and that is the big thing about direct-mail advertising, which I am coming to in just a minute.

Having learned, as I suggested, that your list is 100 per cent N. G. for placing orphaned bull terrier pups, and you have no other cousin or acquaintances in mind who are inclined toward adoption, you then turn naturally, and almost automatically, to the aforesaid liner pages of the *Democrat & Chronicle* with your for-fifteen-cents want ad, and the chances are your blue-eyed pup meets up before long with a new set of loving parents.

But if the local demand for bull pups, as represented by the readers of the *D. & C.* want pages, happens to be dull and listless, as the stock market reports say, then you may have to go farther afield.

It may even be possible—our pup, as I suggested, being of the Lutheran persuasion—that the people who would enjoy the companionship of this particular pet cannot read English—so you transfer your want ad to Friend Stroh's *Abendpost*. You are now an advertiser in the foreign language field, which I assure you is a broad and comparatively unexplored medium all by itself.

Going still further, for the sake of making as clearly as possible my distinction between the various advertising media, let us suppose that you find no response at all in Rochester to your appeals, and that in the meantime the pup has grown up and become the mother of other blue-eyed pups, and these, in their turn, have increased and multiplied in kind like the guinea

pigs in Mr. Ellis Parker Butler's famous story, until you have not one but hundreds of Boston bulls for sale, and nobody in Rochester or vicinity seems inclined to relieve you from the daily burden of providing soup bones and puppy cakes in a meatless, wheatless market. You are practically driven, in spite of yourself, to insert your appeal in the columns devoted to dogs of such papers as *Country Life in America*, which is widely read by folks who collect dogs of various kinds. You are now on the threshold of becoming a great national advertiser. And if the breed continues to prove prolific, you may be driven to buy a space at \$112 per column inch per insertion in the great *Saturday Evening Post*, which probably reaches a respectable percentage (possibly 10 per cent, let us say) of all the families in this country who are fanciers of Boston bull pups with blue eyes. And, finally, if you have lived to see the day when the production of pups outruns the absorption capacity of the two million or so *Post* readers, you may be driven to deal with Mr. Cusack or Mr. Nordheim and purchase spaces on poster boards and painted stands, for the purpose of reaching the great mass who do not read advertisements in national publications of any kind.

Now, we have gone a long way and acquired a lot of gray hairs since we started to write that letter to our cousin in Batavia, which Uncle Sam would deliver within a day or two, even under the present congested condition of the mails, for only three cents.

First, we had one pup, one cousin, one letter, one three-cent stamp. That is the essence of direct-mail advertising.

Suppose we multiply our pups by only a hundred and discover on careful search of our family-tree that we have a hundred cousins who admire blue-eyed Boston bulls of tender years. The fundamentals of the situation remain the same. We can dispose of our entire output with one letter duplicated a hundred times to these kinfolk.

But now this is where the first big bugaboo of direct-mail advertising rears its hideous head. Suppose there are five cousins in our hundred who have passed over, or moved away or given up housekeeping since last we heard from them, on account of trouble in getting help, etc. We have wasted five letters, five three-cent stamps, and have five pups left on our hands. If we are doing business on a narrow margin, the five "stickers" left in stock may wipe out our profit and even leave us "in the red" on our ledger.

Many a promising direct-mail advertiser—in fact, most of them—has been wiped out by too many defunct cousins on his mailing list.

My friend Homer Buckley, of Chicago, whom I consider one of the greatest authorities on this subject of lists and direct advertising, once gave out some figures on the "death rate" in lists, which I wish I could pass along to you this evening, but unfortunately they are not available. Mr. Buckley said, as nearly as I can recall it, that the changes in any list of business concerns is from 25 to 50 per cent yearly. This does not mean that business men actually die or go out of business at this rate—but it means that a letter addressed today to a list of names taken from the directory of a year ago will show the percentage given of changes of some kind—removals, change of firm names, consolidations, liquidations, etc. Mr. Buckley said something to the effect that these changes in a list of retail grocers would average about 25 per cent yearly; tenants of big city office buildings over 33 1-3 per cent—and I am sad to say that the top notch of mortality and transmutations was *advertising men*—50 per cent.

So, I say, the thing to consider in soliciting business by mail is to see that your list is comprised of people who are interested in *your* kind of merchandise, who have the money to buy it, whom you can reach economically, and who can buy to advantage in your

market, at your price and on your terms.

Don't advertise Locomobile limousines or Edison diamond disc phonographs to families who have to buy their supplies at the 5-and-10. Don't advertise grape-fruit to people who haven't any sugar in the house. Don't advertise baby carriages to a list of tenants in apartment buildings—they wouldn't know what you were talking about.

These examples of how not to do it are so trite that they sound silly, but advertisers have been known to advertise baking power to housewives in New York apartment hotels, where there are darning few housewives as I understand that term, and mighty little home baking. And there are concerns advertising electric vacuum cleaners to people whose homes are not wired for electricity. And check protectors to people who do not use checks. And patent preparations for putting down eggs, with eggs at 80¢ per dozen. And muscle developers to people who have to crank Ford cars. And singing lessons to graduates of deaf-and-dumb asylums.

So watch your list for the deceased cousins.

Now, leaving pups for the realms of higher merchandising—suppose we have a warehouse full of children's garments, particularly infants' outfits. Obviously, we must reach parents—particularly young parents—because they are more impressionable and easily influenced if you catch 'em young. An experienced advertiser would probably say you can't catch 'em too young, and the big mail-order houses, like Montgomery Ward, feature their infants' outfits at all times and seasons. For mediums, to move such a warehouse full of merchandise as I have mentioned, we have a choice of several. There are women's publications: *Ladies Home Journal*, *Mother's World*, daily and weekly newspapers, religious papers, etc. Then there are birth lists in the newspapers. What could be

more direct, you say, than a list of births for any advertiser of infants' outfits. Too late. We must catch 'em before they're born, implant the desire for our goods in the minds of the prospective parents long in advance. Train up a child, or a parent, in the way she should go, and when she is old she will not depart from it. The Bible said that, or words to that effect, many centuries ago, and it is still worthy of consideration by all advertisers.

Lists of marriage licenses issued. Ah, now we are getting there. Get 'em at the church, as it were, and bring 'em up the way they should go. Infants' layettes, child's frocks, first communion gowns, school dresses, graduation gowns—you get the idea—get 'em early and keep 'em with you.

Watch your lists, if you are advertising direct by mail. The list or the medium, to any advertiser, is as the track to a railroad.

Now, direct-mail advertising is seldom an advertising campaign in itself. Successful advertisers use different media for different purposes. Newspapers may be indispensable for many purposes. Likewise, magazines, billboards, street cars, and other publicity vehicles. But I think that direct-mail is the only medium that can be called a complete silent salesman in itself. You can start a sale in a newspaper or a magazine, or a bill-board, but you need a dealer and maybe a sales force to finish it. On the other hand, direct-mail can sometimes be used not only to start the sale, but to complete the functions of the salesman—attract, interest, persuade, convince, *close*. Instance, the Larkin Co. which sells you a pound of tea, collects the money, sends you a coffin as a premium—and all by mail.

But direct-mail is more often a handmaiden to other forms of advertising. For example, the seed advertiser attracts and interests you in a magazine ad; convinces you by mailing in response to your inquiry a hand-



some catalogue showing such squashes and tomatoes as never were, outside of a catalogue, in answer to your inquiry, and lands your small change (closes you) through the medium of the local dealer who handles his seed.

Now, for the *limitations* of direct advertising. It will not "put over" a new stick of chewing gum to the public. Or a 5-cent cigar. Or a brand of soap. You could go broke trying to send letters to enough people to popularize a brand of corn starch on which the profit is only a cent or two on a package and the average family uses less than a dollar's worth, perhaps, in a whole year. You might do it with sewing machines, or pianos, or automobiles, or heating systems, if you could get lists that were 90 per cent pure. But if you want *publicity*, you want something besides direct mail.

Competition for attention. Here is another bugaboo of direct advertising. People will tell you, "It's overdone. Folks are 'swamped' with circulars that glut their waste baskets. Too many advertisers clamoring for their attention in the mail."

Well, if direct-mail advertising is overdone, how about newspaper or magazine advertising? The morning's mail, to most people, is an event—to many, it is *the* big event of the day. How many circulars, or booklets, or form letters, does a man receive in his mail, each one making its plea for his attention? I don't know, myself, I suppose my name appears on more "prospect lists" of various kinds than the average man or woman and I would guess that I rarely receive more than a dozen or two of advertisements in any one mail.

But how about the newspaper? How many columns of advertisements clamoring for your attention in the daily paper that comes to your home? Are there two dozen? Yes, there are hundreds, not even counting the profitable little want ads. Do you read them all, or do they go into the wastebasket of your mind?

But is newspaper advertising overdone? If you think so, just throw a brick through a store window, get yourself arrested, let the paper print the bald fact in two lines of smallest six-point at the very bottom of a column, without even a headline—and discover for yourself how many of your friends fail to notice it and tell you about it. I have bunned up against our local traffic ordinances once or twice, with resultant six-point notices as mentioned, and I assure you I know whereof I speak.

Forget it, about direct-mail advertising, or any other *good* kind of advertising being overdone!

As to copy in direct-advertising: Copy is the train on the advertising railroad. It either gets you there or it doesn't.

What's a railroad without locomotives and cars?

You must be, as with any form of advertising—

First, attractive.

Second, interesting—forget about yourself and your plant, and grandfather, who founded it in 1787, and his aunts and uncles who continued it, and write about the thing that will be interesting to your customer, viz.: how your goods will improve *his* comfort, health, happiness, or what not.

Third, convincing—so he can see for himself that you are telling the truth, the whole truth and nothing but the truth. A great advertiser who was one of my early teachers, once said to me that the bargain-store type of advertising was eventually going to result in the total ruin of every superlative adjective in the dictionary. That prediction was made to me nearly fifteen years ago. It has come true—alas, more than true! Now, we have to right about face and endeavor to convince the customer by the very conservatism, moderation, and what Dr. Johnson called "the sweet reasonableness" of our argument. In other words, we have to appeal to the cus-

tomer's sense of fairness by proving to him that we are disposed to be more than fair ourselves, and not attempt to claim anything we cannot prove. More, to strengthen our case by the very *understatement* of our claims. No more such bunk as "Values up to \$59.00, now \$13.20." That has been played out by the traveling vacant-store fakers.

Finally, get the order if you can.

But, whatever you do, leave the reader in a frame of mind that is friendly and favorably disposed toward you. Always remember that "tomorrow is another day."

In the Protectograph business, I receive every week a stack of cards—representing people on our advertising list, all over the country, who have been sold during the current week. In looking these over, I usually find that a very large proportion of them bear "key dates" back in 1910, 1906 and even 1900, when the Todd business was just starting. We have been after them during all those years, keeping everlastingly at it, year after year, until finally they come into the fold. Now, if we hadn't made a favorable impression at all times upon those customers they would never have purchased our goods.

But finally the list! Your copy may be weak, your headlines dull, the illustrations commonplace, your paper stock flimsy, the printing rotten, the

postage third-class instead of first—and still if you reach the right people with a proposition that appeals to *those people*, you will get a certain minimum measure of results in spite of yourself. How much you get *above* the medium, depends upon how far above the average your advertising may be in the details I have enumerated.

Watch your list.

Keep out the deadwood, the "defunct cousins." No direct advertising can be effective if it doesn't go to the right people, at the right time, with the right proposition.

You could make sales with a circular printed on butcher's wrapping paper, or a penny postal card; if, for example, you were selling *new ears* and the advertising fell into the hands of deaf people.

Just one parting suggestion—a pet theory of mine: If you are in doubt whether your advertising is being read, try my plan of summarizing your whole argument in the description under the illustrations. If any one part of an advertisement gets attention it is invariably the illustrations and the descriptive lines under same. If you try this plan, and still fail to get a response to your advertising, you may be sure there is something wrong with the advertising, the list, or the proposition.

## Hitching Your Store to the Stars

By a Staff Investigator

Where do the stars buy their twinkles? And other things besides? Ever thought of that, or how you might hitch your store to them? Here's a tip from a man who has seen the star-light.

**C**OMPARED to the big things that are constantly being done in Direct-Mail work, this little effort may hardly seem worth the telling. However, it represents one of those tiny things that the "Big Fellows" are so prone to overlook, with the result that the "Little Fellows"

see them, cash in on them and sew the business up tight before the "Big Fellows" know what's going on.

In this class of neglected business I might place actors of both sexes and all intermediate talents. The leaders are very much besieged by people wishing to sell them everything from peanuts

to pianos—but in all this mad confusion the sellers overlook the lower rungs of the ladders—the vaudeville performers, various stock companies, one-night standers and minstrel troupes. If there is any more neglected class of “ultimate consumer” than these, then I have yet to meet it.

The work of these entertainers is far too arduous to make dissipation attractive; the small town “Stage-door Johnny” can hardly be considered a temptation for the ladies of the company. They are in the theatre from noon until nearly midnight and have little or no time to come in touch with the communities through which they flit. I am referring now to the popular ten-twenty-thirty performers in the “three-a-day” houses, and because I am most interested (in a sales way, of course) in the performers of feminine persuasion my remarks shall refer principally to their needs.

From the standpoint of the sales department of any department store there is no more desirable set of prospects. Statisticians tell us that these women earn from twenty to thirty-five dollars per week—in many cases even more than this. Moralists tell us that they spend every cent they make on their clothes. They are always cash customers, as they are strictly transients, and this also assures the store that they will not be annoyed by any “returned goods” evils.

Their purchases are usually made in a hit-or-miss fashion. They drop into the first store they see, the one nearest the theatre, or the one that some stage hand may happen to have in mind at the particular time his advice has been requested. As a class these entertainers read nothing but the theatrical notes in the local papers. Locally, therefore, there seems to be no advertising channel through which to reach them.

In a particular town which I have in mind, and which we can consider an average for all medium sized towns, there are three popular priced, combi-

nation movie and vaudeville houses. This means that every week there are from eighteen to forty-five (in the case of miniature musical comedies which come frequently) girls visiting the town every week.

There's your market—now, how to reach it.

Says a man who has solved the riddle, “First I obtain from the managers of the theatres a list of the real names of the girls billed for the coming week. Then I write these girls a brief chatty letter, as unbusinesslike as possible, and yet having a strong sales hint in it. I try to make the letter sound genuine and yet not be effusive. The idea is to merely let them know that you are in business, that you appreciate the fact that they're in a strange city and that you will appreciate any trade they may have or be glad to have them stop around and look your store over.

“I try to change the letters frequently. It would not do to have one person get the same letter two or three times—this would kill the effect. The following is one of the letters that I have used:

Welcome to our city. We trust you will like Blankton as well as we know Blankton will like you.

And if, during your stay, there is any service that a wide-awake store like this can perform for you, we trust you will not hesitate to call upon us.

While we haven't grown enough yet to be “playing big time,” still there are a good many of our departments on the doors of which we feel entitled to paint a star.

Looking forward to the pleasure of serving you during your stay in Blankton, we remain

Very cordially yours,

The Blankton Dry Goods Company.

“As you read it over there's nothing remarkable about that letter, is there? Just a plain, old-fashioned sort of an affair that does its bit towards taking the edge off the loneliness that even the most experienced have to fight at times. It does not aspire to high-sounding phrases that attest to the ‘service and reliability of our store in comparison with all others.’ Rather do we steer clear of everything but the

welcome message—and please notice how that is dressed up in the entertainer's own phraseology."

And then, just to finish the story off, we asked this chap "Does it pay?" He did not answer right off the bat—sort of thought back a while, then said, "It is hard to sum up the debit and credit result of this little bit of publicity. Of course we keep tabs on the postage, production of the form letters and time put in on it. Against all this we can balance the fact that we get practically all the theatrical trade, so that while we have no practical way of actually checking returns on each letter, we know that the entire scheme is paying—and paying well.

"During the past week, for instance, I have been paying pretty close attention to traceable returns from this letter. For instance, such items as 'Silk for tights at forty dollars' or 'Twelve one-piece bathing suits' can be readily traced because we know just what the local demand for such things as these would be.

"We sell to this trade practically all of the luxuries that they need while here, and I'm strongly inclined to think that many of them give us a good part of their entire trade. We know that since we've been going out after this trade the various departments having lines that appealed to this class have enjoyed unusual success.

"There is another, and more surprising development, though—and we had never counted upon its possibilities either. Our local trade is looking up to us with considerable more favor than they ever have in the past. The fact that we command the theatrical trade had set us a bit higher in the eyes of our townfolks. Our advice as to style, quality and materials is heeded considerably more than is the advice of any of our competitors. We are enjoying a prestige and a constantly increasing business that I fancy must cause our competitors quite a few worrisome moments.

"The plan as I give it to you—if we can call one letter a plan in itself—merely indicates the fruitfulness of a field that so far as I can see has remained unharvested. As I look the proposition over I can see splendid opportunities for the shoe man, the candy man, the tailor—even the dentist and druggist—the jeweler, milliner—Oh, I could string out a list as long as your arm and then not be finished.

"Success lies in getting your letters to breathe a spirit of cheer with but a faint hint of sales message. It will be necessary for one who wishes to succeed to make a few trips back stage so that he may better understand the world he is trying to sell. It will also be advisable to steer clear of cleverness—entertainers meet so much cleverness that it bores them.

"Just be human and remember that you're appealing to the most sensitive, high-strung class of humans we know of—and after three months or so you'll be breaking into print with a story that will eclipse this one."

AFTER your prospect does reply—what do you do with him? Right there is where weakness can show up and spoil all that you've done. Make sure that a reply goes out the very day the inquiry is received—and if it is followed up by a salesman see that he does his part. That little detail can make or break a business.

ARE you sure that you understand the new postal regulations? Almost every day we see cases where entire campaigns are either spoiled or needlessly held up because someone did not understand.

IDEAS are great things. Sometimes you have them yourself, sometimes you get them from your salesmen, sometimes your customers can tip you off to them. The best ideas are a combination of all sources with a finishing touch of your own.

## Public Opinion and Checker Boards

By Tom Wright

Here is an article which tells you the fundamental facts behind *The American Magazine's* effective campaign for a place in the Sun.

**S**UPPOSE you are just an ordinary person, having an ordinary business, conducted in an ordinary way. Perhaps this business of yours happens to be in that class popularly known as "National Advertisers." Maybe you also sport an agency connection. Let's see just what sort of a ripple you are creating on the mill pond of magazinedom.

First of all, there are the magazines that your modest ad is appearing in. You cause that class a bit of concern because they want to keep you sold on the use of their white space. Then there is the second class, far greater than the first (and far better, as they so convincingly tell you). This second class thinks of you considerably. Their chief concern is to number you "among those present" month by month.

And now we're down to what we started out to talk about. Each magazine in the two classes employs many bright young men. These young chaps are always dropping into your neighborhood and knowing that you are "a live business man at the head of one of the livest concerns in town," they come in to have a chat with you. You learn of the great reader confidence which their magazines possess; you are amazed at the bales of complimentary letters received by their editor every month; you are shown the one-inch ad that in less than a year's time built a consumer demand for toothpicks that is without parallel in history. And, when after many convulsive handshakes, the polite young man picks up his black brief case and bids you adieu, he hopefully turns his face towards your advertising agency's domain and proceeds to unpack his bag of tricks for their edification and amazement. Having thus nobly done his duty he returns to the shelter of his hotel, picks out his prospect card

bearing your Bertillon record in magazinedom and adds his bit thereto—"Interested," "Will consider us in June," "Promised to take up with agency," "Agency for us," or any other of the standard alibis that back up one's expense account.

We do not like to play so freely with trade secrets, but in this case our conscience is eased a bit by what is to follow. It is necessary that you understand about this magazine representative situation before we attempt to tell the real story. The duplication of effort on the part of representatives is admitted. Every publisher in the world honestly wishes for some way to put his story over in an individual way. With this object in view the publishers of *The American Magazine* simply used more backbone and less wishbone—and behold the thing was accomplished!

*The American Magazine* had worked out and adopted a very definite, personal sort of an editorial policy and found, almost immediately after putting it in force, that a brand new field of helpfulness had been discovered. This particular field of helpfulness was immediately cashed in on as a sales point by the Advertising Department and the representatives were presented with a new subject to talk about.

Right here it might be considered pertinent to introduce a brief discourse on what that editorial policy was, and is. There's a far quicker way to give you the same information, however, and at the risk of having this entire story labeled as "clever advertising," we shall suggest that you buy a copy of the magazine under discussion. Immediately you will realize how personal a magazine can be in its helpfulness.

But how to put this great sales story



## What's the matter with your business?

'Health' is receiving an unusual amount of unusual attention in the pages of The American Magazine. Successful doctors have been persuaded to loosen up and to talk freely about things once regarded as professional secrets.

Health is not a private, personal matter; it is really a business matter. It is nonsense being talked about. It is time that the men who should speak out and give words of advice.

They have done so. The results have been miraculous. They have turned old traditions upside down.

\* "What's the Matter with Your Business?" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 1, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 2, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 3, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 4, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 5, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 6, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 7, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 8, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 9, p. 1.  
\* "The Doctor's Secret" by Dr. J. B. Brown, M.D., in Health, Vol. 1, No. 10, p. 1.



## Footsteps and Eysteps

The rent of a retail store is in direct proportion to the number of footsteps that pass its door.

Contact with humankind is an asset.

A very interesting story has been built around this idea of footsteps and their value to trade, which is a peculiarly vivid illustration of what The American Magazine glean from the experience of men who present it for the benefit of other

commercial value of footsteps depends upon the kind of footsteps. It is possible to have a crowd to depreciate values. The sales of garment workers that through the use of their hands are driving away retail trade.

Things have their lesson for the business men



## "How I Made Them Hire Me"

The sensation of the Get-Out and Get-In Club, in July American Magazine, the story of a sales manager who made himself. This man was getting fully in business at twenty-eight; forty-two he was down and out.

How he came back is the story of success so conclusive that it is certainly justified in expelling it.

He sold his services as he sold goods by advertising at manship.

Here is a proof of one of the things used.

But read the story yourself; you'll have a new slant on your own

\* "How I Made Them Hire Me" by J. B. Brown, M.D., in Health, Vol. 1, No. 1, p. 1.



over? How to get to every advertiser and advertising agency acquainted with the reasons behind the new editorial policy and the results thereof? It was all very well to go from one prospect to another, telling them that *The American Magazine* had a new and unusually effective editorial purpose—but it was entirely another thing to get prospects to come to a complete realization of what it all meant.

It was, therefore, proposed to put the plan across by direct-mail; to produce a series of folders which would persistently and adroitly set forth the new editorial policy in a way that would make every recipient conversant with all its details. It was decided to make use of every mechanical means of making the facts clearly understood. Pictures were used—roughly blocked—in suggestions that merely illustrated an idea. Typographical effects were striven for, not for elaboration but solely that the message might be more easily gotten and remembered. The entire series was run in black and red on a white antique stock. All the features were the same size and all followed the same style of layout and simple type form, as will be seen from the illustration opposite.

So that they might realize on the cumulative effect of the various mailings, a striking design for an envelope was selected and the fact that the whole series came to be known as "The Checker Board Series" speaks for the efficiency of the idea. Divided into inch and a half squares of black and white, arranged in checker board fashion, a man need only see it once in order to recognize the design when the other follow-ups came in. Each square was further increased in attention value and curiosity provoking fashion by a little thumb-nail sketch enclosed within its border. The word or words accompanying each sketch gave a hint of what it was meant to signify. For instance, that first sketch of the hands clasped also appears on the folder bearing that heading and so on

throughout the entire series, thus making the envelope act as a birdseye view of the entire set.

As a precautionary measure and also to increase attention value, they sent a postcard bearing the checker board pattern, addressed to the office boys of the concerns to be followed up. This card was called an "Official Membership Card in the Office Boys' Society," one of the pledges of which was to see that all envelopes bearing the official insignia—the checker board—were to go to the man to whom they were addressed. The idea created considerable interest and no doubt did some good.

A series of this sort on a magazine would, under ordinary circumstances, be quite difficult to check up. In this particular campaign, a way was developed by which a sort of a check could be kept—maybe not an absolute one, but nevertheless close enough to tell fairly well what was going on. The general policy in writing the folders was to cite some specific example as a heading, follow it up with a tie-up of that characteristic to the sales talk on the value of the magazine to advertisers, and, as a final punch, to refer in a foot-note to the particular story written about and the number in which it appeared. They reasoned that if the written description was interesting enough it was bound to make some people want to read the article. By checking requests received for those back numbers they managed to keep their fingers on the pulse of the campaign.

In all, the campaign ran twenty pieces, mailed under one-cent postage at intervals of one week. It did not take long for it to make a dent. In a surprisingly short time after the campaign was started, the magazine representatives were greatly pleased to have agency men and advertisers compliment them on the distinctive editorial policy of the magazine. Prospects seemed to compete with each other in being able to enumerate the

good points of *The American Magazine*. The tables had turned—the representative came to talk—but stayed to listen. He became the audience and the lecture was even better than he could have delivered.

And then, too, there was more encouragement—this from a few days after the first mailing right up to the present. A steady stream of requests for back numbers began to come in—a few at first, then a few more—growing all the time, and in ninety per cent of the cases referring to some article that had been referred to in the direct-mail campaign.

The campaign is now over. It has been finished for some time. It has done its work. The old complaint of haziness no longer hangs over *The American Magazine*. There is no question in the minds of agency men or advertisers as to just what is its editorial policy.

On the other hand, there is a vast, rapidly growing army of *American Magazine* "Fans." They are both rooters and boosters. They know very definitely what *The American Magazine* is, what it does, and what it has done. On a moment's notice they can give you as many reasons as you want for its continued success.

The publishers recognize this sentiment and give full credit to the "Checker Board Campaign" for having attained the desired purpose. Writing of their satisfaction they say, "We know that this series has definitely established with the advertising world an understanding of the editorial purpose and policy of *The American Magazine*. That is what we set out to do. Therefore, it is hardly necessary to add that this series did everything we hoped it would do."

To which we might add—quite a decisive accomplishment, but not at all unusual for direct-mail methods.

## Before You Build That Booklet

By Maxwell Droke

*Service Division, Burton Bigelow & Staff, Indianapolis*

Maybe you've grown so accustomed to thinking of Droke as a letter writer that you'll be surprised to see an article about booklets by him; but he knows something worth while on this subject, too—as you'll agree after you've read this human interest narrative.

LOOKING back into my childhood days, about the first booklet that particularly impressed me, as I recall, was a patent medicine pamphlet. On the front cover was a picture of a man of particularly melancholy mien. His hand was at his back and he was registering pain, according to the most approved moving picture standards.

The booklet was profusely illustrated and described minutely most of the ailments which the flesh is heir to, hinting rather broadly that Dr. Markel's Matchless Medicament would bring speedy relief to all suffering humanity.

Upon the imaginative small-town folk of that time, the booklet made a

profound impression. Practically every citizen of our village was afflicted with at least two of the diseases mentioned (or at least they all fancied that they were, which amounted to the same thing, as far as the medicine people were concerned), and so they went out and purchased liberal supplies of Dr. Markel's Matchless Medicament.

Now, this is not a treatise on patent medicine advertising. I have told here the story of the medicine booklet, simply because it brings out so forcibly one of the fundamentals of successful booklet building. Those medicine people might have dwelt at length on the subject of their wonderful product. They might have plastered the pages of the





booklet with pictures of the container and disclosed the secret of the formula to the minutest ingredient. In short, they might have told *everything* about the medicine, in a practical, matter-of-fact way—yet aroused scarcely a flutter of interest.

But instead, they talked *first* about the thing that vitally interested the sufferer—his own troubles—and then showed him *how* the medicine would bring health and happiness.

Those days are gone. While some medicine houses still persist in employing the sensational and morbid copy of yesteryear, such appeals fail to reach the more intelligent class of people. But the rules governing human nature have changed not a whit. We are still interested first and foremost in ourselves and our trials and triumphs.

Not long ago, one of the modern-day medicine booklets found its way to my desk. It was gotten out by the W. H. Hill Company, of Detroit, manufacturers of Cascara Quinine, and titled simply, "Common Sense About Colds." I question whether a better title could have been found. Nothing clever about it, to be sure, but cleverness, under such conditions, is the last thing to be desired. When I am afflicted with a severe cold I want to know the common sense way to rid myself of it. Simply that and nothing more. One of those meaningless titles, or the fac-simile of a package of Cascara Quinine spread all over the front page would not quicken my interest to any appreciable degree.

No business man is interested in an adding machine. The Hopeful Young

Salesman who starts out to sell simply adding machines, had better keep an eye on the "Help Wanted" columns of the newspapers. The chances are that he will soon be out of a job. For the adding machine salesman must sell the prospect on the *service idea*, or not at all. It is his task to show *how* the adding machine can save money and time for the business man. But when it's all over and the contract has been signed on the dotted lines, the business man doesn't care any more about the adding machine itself than he did at the start. Remember that, folks.

A booklet with the picture of an adding machine on the cover, and simply the words, "Blank Adding Machine," stands a wonderfully good chance of landing in the waste-basket. It doesn't mean anything to the recipient. If, however, the booklet cover shows a photograph of a busy office and bears the wording, "How The Universal Manufacturing Company Solved the Bookkeeping Bugaboo," it is mighty apt to come in for a careful reading. The business man is, in all probability, facing bookkeeping troubles of his own, and will welcome any method which promises to better his accounting system.

Once upon a time we were asked to tell the story of a certain piston ring "Now, the average motorist," we figured, "is not at all interested in piston rings. But he is vitally interested in getting full value out of every gallon of gasoline he puts into his car." So we got up a little booklet which we called "Leaks That Lose Miles." That caption made the motorist sit up and take interest. Soon he was absorbed in reading all about R. & M. Conform Piston Rings, and how they would help him get full power out of his car.

If you are a business man the chances are that you're interested in the art of selling goods or services. If a booklet came to your desk bearing upon its cover the title, "The Knack of Selling," you would naturally want to turn the pages and find out what it was all

about. Most men who started to read the little A. W. Shaw brochure probably had no intention of purchasing a set of books, but by the time they had come to page five, they were ready to send in an order for the six volumes of "The Knack of Selling." The writer of the booklet simply took advantage of the reader's interest in sales matters, and deftly hooked it up with the library which he was selling. He knew the reader was interested in making sales, and so he showed him just how "The Knack of Selling" would help him to accomplish that very thing.

Here, then, is the most important thing to consider in building your booklet: Never, never try to force the prospect's interest in your proposition. Prospects are contrary creatures, and they just won't be forced into reading something that doesn't attract them. It's a whole lot better to find something that *does* interest your reader-to-be, and then connect up your proposition with it.

You can depend upon it, there never was a worth-while proposition without a human-interest angle hidden somewhere about. Just you snoop around and find it before you hand the printer a stack of half-tones and a bale of copy, and tell him to "Get out a booklet."

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NOW-A-DAYS people are in an exceptionally good frame of mind for Direct-Mail buying. There is a general understanding of why it is necessary to substitute the mails for the males—and a consequent readiness to co-operate. All of which argues well for wide-awake sellers with a good Direct-Mail campaign.

How much thought do you give to your mailing list? Is it correct and within 99% of accuracy—or do you just "guess so!" Building on a poor list is comparable to building a house on the sands—if anything it's worse because the result is not only destruction but discouragement.

## Lessons in Letters—Number Three

By Harry M. Basford

This series is for the man who is interested in taking a form letter apart to see why the "wheels go round." That we have many earnest inquirers among our readers who want such basic material is evidenced by the letters we have received commenting on these articles.

### GETTING YEARLY CONTRACTS BY MAIL

SEVERAL hundred of the following letter were mailed to country newspaper publishers. They brought in seventy-five signed contracts, each practically insuring all of the engraving orders of the signer for one year.

A study of the letter and analysis will suggest some of the principles involved in soliciting term contracts by mail.

#### THE LETTER

1. Here is the most liberal advertising Engraving Contract you have ever seen. The biggest discount and the easiest terms.
2. And it is backed by the Pioneer Engraving House of the West, the house that has served the publishers of this section for the past 26 years. Succeeding the business of ..... the ..... is today better equipped and offers you a more complete service than ever before. And we are not competing with you because we do not handle or solicit printing orders.
3. This new engraving contract gives you .....% discount on all your engraving orders and art work. We furnish electro for the ad. And you need run the ad only half the time, that is to average half of your issues during the year. Other houses give you only .....% discount on your orders and require you to run their ad in every issue or in some indefinite way. A full .....% off on ALL your

work is something worth while and means more money for you on your engraving orders.

4.

Engraving prices are being raised by most firms and ..... houses are planning to adopt the Standard Scale, now being used thruout the country generally. This means higher prices for you to pay, but you can protect yourselves against these advances for a year to come by signing this new contract now.

5.

Our prices have not been raised and if you sign the enclosed contract now and return it for our acceptance, you are safe for a year and other engravers may raise their prices as much as they wish. The rates you pay for the next 12 months will be our present regular established prices, less your .....% discount. The contract is as plain as it can be made. It binds us to do just as we say. Even if you have another engraving contract that has still several months to run, it will pay you to sign and return this one. The sooner you do this, the safer you are, because later on we may be obliged to adopt the Standard Scale ourselves, on account of the increasing cost of copper, zinc and chemicals.

6.

This special .....% discount contract is open to you for ten days, plenty of time to sign and return it. But we cannot guarantee to accept your contract if you wait longer.

Cordially yours,

## THE ANALYSIS

1. This hints at interesting details to follow—grabs the reader's attention at once because every publisher buys engraving and all are interested in advertising, big discounts and easy terms.
2. This paragraph suggests stability as an old established and reliable house and the reference to service suggests progress. The last sentence is forceful because many engraving houses do solicit printing in competition with printer-publishers.
3. The discount mentioned was attractively large and the conditions of publishing the ad are purposely made very easy. The suggestion of profit or gain in buying engraving at these discount prices is featured, and the contract, accompanying the letter, was simple but complete.
4. The reference to higher prices will be taken at its face value in view of the general higher price of almost every commodity and protection against a raise for a year to come is attractively presented.
5. This paragraph drives home the idea of protection in prices and suggests that it is good business judgment to sign the contract even tho it may overlap some other engraving agreement — the reader is adroitly urged to prompt action.
6. This is the clincher—a time limit in which to act—it makes the whole letter stronger by the way it is put.

## THE APPLICATION

Orders that can be filled under a term contract are particularly desirable be-

cause this is future business that can be depended on. It is usually more difficult to secure a signed term contract than a single order, therefore special inducements must be made.

In this proven letter, the price discount is the lure. In other lines, the inducement might be service, a quantity discount, a high business standing, the ability to supply certain desirable standard goods or well-known, advertised brands, the offer of an exclusive agency or any highly desirable condition.

A letter soliciting a term contract should inspire confidence because no one wants to tie himself up to buy from a certain house for a fixed period unless positive that house will be able and willing to carry out its part of the agreement.

A term contract usually specifies the prices to be paid, and all other terms should be referred to in definite plain terms that permit of no misunderstanding. Every advantage both present and future should be attractively and truthfully presented to the prospect.

A time limit should usually be part of a letter of this kind. It makes a stronger appeal and it seems reasonable that the time for accepting should be limited.

By a proper use of these suggestions, much more advance business might be contracted for than is now done.

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The next article in this series will be devoted to an inspirational letter—one designed to put "pep" in salesmen.

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LEST you get one-sided in your way of thinking permit us to remind you that Direct-Mail advertising comprises letters, folders, booklets, house-organs, broad-sides, mailing cards and catalogs. The man who uses only one of these is like the chap who tried to move a piano with his little finger. The well-balanced campaign contains two or more of these features—and usually pays dividends because of it.

## The Passing of Gloomy Griffiths

By Frederick C. Kuhn

Gather 'round, you salesmen who have had a credit man gum-up a sale or ruin a customer's disposition for you, and harken to the timely tale of what happened to one of his brothers. Oh, Boy!

OF course, dear reader, Gloomy Griffiths is not an actual person. Rather, he is a type—possibly a minion or a brevier, at least somewhere pretty low down the scale.

Usually he sports a highly-seasoned pepper and salt cutaway, with massive silver chain symbolic of his fetters to the past. He wears ear-muffs in winter, and a shiny alpaca kimono in August to drape the nakedness of his shirtsleeves. His favorite abominations are people who smoke cigarettes, Elinor Glynn, playing poker for savings checks and little boys who amuse themselves generally.

Griffiths has a mathematical mind. He dreams in terms of ledger postings, profit and loss, and can calculate to a demi-semi-quaver the compound interest on a Thrift Stamp. He thinks all salesmen are liars, and that orders are handed them in platinum soup-tureens. His knowledge of human nature is M 3½.

But why they call him credit man remains a profound mystery, for even Bradstreets would rate him as a liability.

With this introductory close-up of the villain, we shall proceed with our thrilling little drama.

\* \* \* \* \*

It is a mid-morn in May. The very air is redolent with the perfume of the packing house across the way, the telephones daily buzz, while in the distance one can hear an amorous motor-truck honking plaintively to its mate..

But Griffiths is oblivious to all, save the pile of statements before him.

"Tut tut," he tutters, figuring feverishly on the back of a discarded envelope. "Three weeks' interest at six per annum means \$1.43! That will never do .... Business is going to the bloodhounds!"

For a moment his brows knit unpatriotically. Then as the divine inspiration strikes, he rings savagely for a stenog. who enters upstage R, pale and trembling like an aspen leaf.

"Take this letter to Poofdoodle and Woofkins," he barks barkishly, while the aforementioned amanuensis skillfully crochets a jumble of pothooks which later decipher themselves thusly:

Sirs:

Your account for last bill is overdue. You bought these goods subject to our regular 60 days' terms, f. o. b. dest'n. Failure to receive check by return mail will necessitate placing this account in the hands of our attorney for collection.

Faithfully yours, etc.

Now Poofdoodle and Woofkins, be it known, operate a hardware parlor in Nazareth. Much to your amazement they are neither second-story men nor members of the Mafia. Over their virtuous counter they dispense acksaws and haxlegrease (as we would say across the Pond) and occasionally turn a calloused paw to a little steam-fitting and plumbing.

"What the hotel, Bill!" whooped Hank Woofkins in vocal tones approved by Bertha Kalich, as his eyes inhaled the offending document. "Who the thingumbob is this goop Griffiths who dastardly deigns to raise a rumpus? PeeDeeQue ain't got no strings tied to us. We'll chuck their bloomin' brand and buy from EksWhyZee!"

"To helmit the Kaiser," bellowed Bill Poofdoodle, not so mild in choice of diction. "We ain't sold none of the darn stuff anyway. Pack it up and ship it back—collect."

So that afternoon, the serenity of the peaceful village was harshly lacerated as sundry crates of PeeDeeQue hardware were battened down with much ribald laughter and a mallet.

\* \* \* \* \*

Keep your seats, please! Our tale

is not yet ended. The operator is adjusting another reel to follow quickly.

Of poor but absurdly honest parents, Claude Cotillion was raised on a farm. At first blush of early dawn, he would blushing don his munsingwear, and shouldering his faithful chopetick saunter into the impenetrable jungle to chop a few sticks for the morning meal. In fact, W. L. Douglas had nothing on Claude.

But the gilded lights of the wicked city lured him with honied tentacles and softly wafted him into the lethal chamber—which may be scrambled metaphor, but you get the bright idee.

When Claude regained consciousness, he was a full-fledged drummer for PeeDeeQue—a regular little one-piece orchestra, mostly brass and bone. But he had mixed with common men and Kings and an occasional jack-pot, although I must confess his knowledge of figures was limited to the perfect 36.

He and Griff. were about as chummy as two bivalve mollusks at an ecclesiastical the dansant.

Fate, that delightful old humorist, so shuffled the scenario that Claude's mileage should peter out at Nazareth. And our hero tarried awhile in this hectic burg to wire home for funds. With a vacant half-hour, he slipped into the family entrance of the Blue Boar for a raspberry parfait, when who should he behold propped against the counter, but Hank Woofkins flushed with elation and a little lemon phosphate.

"You big stiff," gaily carolled Claude, slapping Hank on the thorax, "have one on the house!"

And then under the humanizing influence of a couple of marshmallow fudges, Hank related what you, dear reader, and the linotype man, are already cognizant of.

\* \* \* \* \*

If collections at PeeDeeQue were drifting to the doggie dogs, those were the self-same quadrupeds who already had fattened on the outstanding

accounts of Poofdoodle and Woofkins. Even the 69c alarm clocks were sold on tick, for the frugal farmers hoarded their odd iron men for the purchase of Bethlehem Common and Jerusalem Preferred.

"Tell you what," piped up Claude when Hank had recovered sufficiently from his chocolate-dip debauch. "You need a collection system."

Hank darted him a suspicious glance. "Sure thing," he guffed. "Mail 'em Griff's sweet letter."

"Rummy," retorted Claude playfully, and reaching for a roll of wrapping paper dashed off this literary gem:

Do you want to earn a Thrift Stamp?

To all our customers who make payment on old accounts before the first, we shall give one 25c Thrift Stamp for every \$10.00 paid in cash—a discount of 2½%.

In future all cash sales will be subject to the same discount—an opportunity to make money and show your patriotism.

Poofdoodle and Woofkins.

"Great stuff," cried Hank, while Bill, who had noiselessly edged up to the counter, similarly expressed his approbation.

But little did they realize when envelope flaps were licked and letters deposited in the capacious mailsack of old Angus McFuzzle, what the morrow would bring!

Remember the crimson tinted scene from Bertha von Nation when the hungry hordes stormed the battlements? And how they surged through the massive portals thrusting all before? . . . Well, if this mailbag movie is ever filmed, you can clip a couple of celluloid feet from Bertha to save expense of supers. For that is just what happened at Poofdoodle and Woofkins' emporium—with a vengeance. To ver-sify:

Them yokels emptied banks and sox,  
They mortgaged Fords and farms and stocks;  
They cleaned the hardware store up brown,  
They bought out all the stamps in town.

Before Claude took his train that night, his orders read "Six cars—packed tight!"

\* \* \* \* \*

And now the scene again changes. We are back at the palatial offices of the PeeDeeQue Corporation. Mr. Googleheimer, the President, is initiating Claude Cotillion into the combination of his private safe. For, gentle reader, our proud hero has been made vice-president and treasurer at an increase of—oh! well, he can buy a gasfoote and smoke Brennig's Own.

Gloomy Griffiths has been chucked into the metaphorical hell-box—which really is not a swear word, but the final resting place of all types that don't fit in. In actuality, he sits behind the till and "sizes up" trays at a serve-self lunch counter. His knowledge of binomial theorem and the higher mathematics eminently fits him for the many responsibilities of the task,

for customers never can put one over on Griff, by slipping a pat of butter under their bran roll.

But listen. Mr. Googleheimer is speaking in reference to the dear departed: "He surely was a bear on figures," shaking his head reminiscently, "but you can't run a collection system with an adding machine."

In the background, the self-same Maisie Gobb who transcribed the fatal pothooks to Poofdoodle and Woofkins, gives Claude the critical once over. Catching her blackjack, she one-steps to where the distillata fountain decorates the landscape.

"Ain't he the swell looker," she murmurs to a lily cup, as the picture gradually blurs and fades into darkness.

## Personality in the Follow-Up

By Thomas Russell

*President, Incorporated Society of Advertisement Consultants, London, England*  
(Licensed by Chief Postal Censor, London, England)

From the cradle to the grave, it comes in handy many—very many—times to know how to collect money—particularly by mail, where it's safe. Here Mr. Russell tells you something about how Englishmen collect, and other things besides.

THE various printing devices employed to make a form-letter look like an individual communication are useful and praiseworthy. The moment I first saw a well-known duplicating machine, I ordered one for a firm which I was advising. I knew it would be kept.

But it is of little use to deceive the eye of the addressee if you do not keep up the illusion in the wording of the letters. Two different firms desiring to convey very intimately the idea of a personal letter showed me letters which had been carefully lithographed in exact imitation of handwriting. The work was so good that it would have deceived me, if I had received the letters without suspecting them to be form-letters. Yet neither of them produced such good results as previous ones rather indifferently simulating the

work of the typewriter. The senders had thought all that was necessary was to make the letter *look* like a personal one. They forgot to make it *read* that way.

When a prospect has had one or two letters from the house without responding, he can very often be made to take notice if a new personality is introduced in the follow-up. This is especially the case in a collection series. It is of very little use to go on dunning a slow-payer without giving him a *reason* why he should pay. A very successful collection letter ran thus:

Dear Sir:—

Your account has run over the time when it should ordinarily have been allowed to stand without special notice, and I shall be very much obliged if you will let me have a cheque by return, as I do not want to have to bring it at this late date to the attention of the house.

The Board will meet on Monday, and I trust

you will let me hear from you by then.

Yours truly,

JOHN SMITH,

Bookkeeper.

This letter would be followed, if it did not bring home the money, by another, from a member of the firm. The account had been brought to his attention by the bookkeeper, who was to blame for having let it run so long, and a cheque by return would be indispensable to any further business.

Retail collections require a little more delicacy. Gentle solicitude as to the customer's motive for not coming across often does good work. A London furniture house uses the following letter with good results:

Sir:—

ACCOUNT £7.8.3

With reference to the above; we are somewhat at a loss to understand the reason why our frequent letters elicit no response, practical or otherwise, and we should be glad to know if there is any special reason why payment is being withheld, as in existing circumstances it is very necessary that all outstanding accounts be settled with as little delay as possible.

We should therefore appreciate the favour of your remittance in course of post, and thanking you in anticipation, beg to remain,

Yours obediently,

ARDING & HOBBS, Ltd.

Jas. J. Wallis,

Counting House Manager.

This kind of thing requires to be used with more caution in selling letters, but it is found very effective by wholesale traders in dealing with merchants who look like having been seduced away. One Tea firm with a very long list of retailers on its books runs a series of ten letters, which begin to go out as soon as one of them passes his usual date for ordering. They begin with a formal reminder and a few remarks about the state of the market, signed by the firm and enclosing order-form and reply envelope. After a couple in this style, a third letter says nothing about the customer being behind hand with his orders, but encloses a tasting sample of Tea similar to the last lot ordered by the same customer, and quotes the market rate.

If these fail to do the trick, the Sales Manager appears on the scene. His secretary has brought to his pained attention the fact that Messrs. Sugar & Spice seem to have dropped out of the firm's list of customers. Can it be that something has gone wrong with their business? Or has any of the tea supplied failed to give complete satisfaction to the merchant's customers? If so, has he by chance got a sample left, and will he let the Sales Manager submit it to the tasters and find out what was wrong?

Not many customers get past this pathetic appeal. But those who do so hear from the S. M. again, and presently absence of orders comes to the ears of the managing director.

Introducing a personality like this is, of course, the easiest and most obvious way to get the individual note into a letter. But it can be done otherwise. One concern in this city got a fine mailing list from retail customers who had a standing order, with a letter like this:

Dear Sir:—

It is always a matter of concern with us to be sure that our customers are having perfect satisfaction. If at any time you have the slightest cause for complaint, you will do us a favor by letting us know, because it is only by hearing from customers who are dissatisfied that we can remedy what we should always regret.

The enclosed stamped addressed envelope, marked "Private," will ensure our personal attention.

If, on the other hand, we have been successful in our efforts to serve you, you may perhaps have friends who would like to have our name. We should be gratified if you would give us any addresses to which we might send our prospectus.

Yours obediently,

This reads like looking for trouble. But it fetched a remarkable number of names.

Some years ago, I wrote for a valet firm—one of those concerns that collect your clothes periodically to be pressed and done up—a little booklet about their service. This went to a directory list, and when the list was exhausted, I was asked for a fresh book.



I did another one, much like the first, and it was duly approved, but when it came to laying it out for the printer, I began to wonder whether a mere paraphrase quite fulfilled the need, and a sudden idea made me put the copy aside and write an entirely new book called "What I know about the care of Clothes, by Thomas Russell." This thing, which described the work of the company, and told how beautiful the clothes looked when they came back, was thought rather doubtful by my clients: but it gave many times the

result of my first shot, and doubled the company's business. Curiously enough, the next book, called "The Autobiography of a Suit of Clothes," did even better. Although it was only the fictitious personality of an inanimate object that was introduced, the personal note brought home the bacon.

When W. L. Douglas and other advertisers use their portrait, it is not vanity that prompts them to do so. They are showing the public that it is being asked to trade with a real man. Personal note again.

## Like Selling Snowshoes to South Sea Islanders

By A. J. Reiss

Manager, Sales Promotion Department, The Sherwin-Williams Company of California

Wherein it is shown that the impossible is sometimes the possible, and that direct-mail has a habit of bringing home the bacon in season or out. A story with a moral for those who hesitate.

**O**UT here in California, September is the summer month of the year and the sky is as free from rain clouds as a frog is of feathers, hence it should be a pretty hard job to sell anything, especially through the mails, which must depend on rainy weather for its demand, but just to refute the theory that sales in certain lines do depend upon the seasons is the reason for this article.

Early in September we received a telegram from our home office stating that the factory was overstocked on a certain line and asking us to take some of the stock off their hands. We immediately got busy, worked up our campaign, submitted it to the "Big Boss" for his approval, but for awhile that was as far as we got. He said, "Trying to sell that class of goods to dealers during September is just like trying to sell snowshoes to South Sea Islanders." After much persuasion we finally got the necessary approval and this letter went forth.

"Need storage room for increased capacity of plant. Make special price on Ebonol to move stock quickly"—Reads a telegram received this morning from our dye and color works.

This offer comes at the best time of the year because there is a big demand right now for a waterproofing paint like Ebonol. For a short time we offer you not only special prices on all size packages but also special assortments as follows:

### ASSORTMENT "A"

30 gals. in 5's at 45c.....	\$13.50
12 gals. in 1's at 60c.....	7.20
Total.....	\$20.70
Special Assortment Price.....	\$20.00

### ASSORTMENT "B"

1 50-gal. Iron Drum at 35c.....	\$17.50
6 1-gal. Cans at 60c.....	3.60
Total.....	\$21.10
Special Assortment Price.....	\$20.00

### ASSORTMENT "C"

50 gals. in 5's at 45c.....	\$22.50
30 gals. in 1's at 60c.....	18.00
Total.....	\$40.50
Special Assortment Price.....	\$39.00

Here's what you gain by sending in an order right now for one of the special assortments:

On Assortment "A" you make \$0.70 extra profit  
On Assortment "B" you make 1.10 extra profit  
On Assortment "C" you make 1.50 extra profit

Enclosed is a piece of wire cloth painted with Ebonol. Examine it carefully—bend it, twist it, walk on it, lay it in the sun—yes, and even boil it—and after you have given it these tests you yourself will see the power Ebonol has to stop leaks. It is the best paint on the market for

[illegible]

painting paper, felt, composition or metal roofing; it is also good for coating tanks, cisterns, troughs, gutters—in fact, any surface where a heavy-bodied black paint at a low cost is desired.

Ebonol is manufactured in the process of producing aniline dyes from coal-tar, and inasmuch as all tarry acids must be removed in the making of aniline dyes, you can see that Ebonol is absolutely pure—it contains no ingredients that are in any way harmful or injurious to the surface to which it is applied. Ebonol is, therefore, not to be considered in a class with the many cheap tar paints now upon the market, which are made from any materials that may be available and which are, therefore, never uniform in quality and will not give half of the service Ebonol does.

As the telegram reads, the increased capacity of our aniline and color plant means that in order to get a quick output for Ebonol to give storage and manufacturing room, we are making you these special assortment prices, in addition to the extremely low prices regularly quoted on Ebonol. Here's an opportunity not offered you every day and just as soon as our sales of Ebonol catch up with the production of it we will advance the regular selling prices.

Don't hesitate about ordering one of these assortments right now—it will sell quickly and easily at a good profit. Every sale will mean a repeat customer, so right now use the enclosed postal to tell us what assortment you want. We will ship it from our nearest warehouse.

Yours very truly,  
THE SHERWIN-WILLIAMS CO.,  
A. J. Reiss, Mgr. Sales Promotion Dept.

# The MAILBAG

## *A Journal of Direct-Mail Advertising*

Mailbag Publishing Company  
Publishers

Office: 1800 East Fortieth St.  
Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

April, 1918  
Vol. 2 No. 1

OUR March issue marked the close of Volume One of THE MAILBAG. As I look back upon this first year of the publication's life, I find it difficult to believe that the magazine is a year old. The time has fairly flown.

Whether or not THE MAILBAG has been a success you are in a better position to judge, perhaps, than I am. You know whether or not it has helped you—given you a full dollar's worth, heaped up and running over. If it has not, in your opinion, then in my opinion it has failed to make good—in your case.

But I'm inclined to believe that you like the magazine. I base this on the almost singleness of tenor of the letters

that have come in daily—letters that were warm in praise; that inspired one to do his best; that told of a host of friends that were rooting hard for THE MAILBAG and didn't hesitate to say so.

Any man could edit this magazine with such fine support behind him. In fact, the job becomes merely a pleasure and the responsibility vanishes, for it is shared by so many.

The renewals are now coming in. First, they trickled—then streamed, and now it's an avalanche. And the little notes that accompany them. Truly they make a chap feel good, for they're so sincere, so humanly human, so wonderfully helpful.

Ignore our blushes—overlook our stumbling speech—just take the hand we extend across the miles—and with it our sincere appreciation of your friendship and support.

WE ALL THANK YOU!

THIS issue of THE MAILBAG contains a full quota of advertising. In one year we have attained the advertising quota we set for ourselves. And, aside from the Western territory, this result has been accomplished without the aid of a personal representative. The mails have done the work.

As time passes and advertisers come to know THE MAILBAG as we know it—and as you know it—advertising space will be at a premium. In the meanwhile the process of education goes on.

With a circulation of ten thousand—a reader interest that is particularly keen, because personal—and concentration in one field—advertisers have awakened to THE MAILBAG's advertising possibilities and placed it on their lists.

Inasmuch as their success and the magazine's success depends upon you—the reader—let us hope that you will extend here the same fine co-operation you have given editorially. Use the MAILBAG's advertising pages as a



market-place. The goods and the services displayed there are selected because they fit into direct-mail work. In fact, the advertising section is but a continuance of the reading section and the reading section a continuance of the advertising section. Both are equally helpful to the man who seeks improvement in direct-mail practice.

So read the advertising pages. Select the goods or services you can use to advantage and let the advertisers know that THE MAILBAG was instrumental in putting you in touch with them.

HERE, folks, is *our* family—the family of Kentucky mountaineers for whom we are building a “Dream House.” It’s about time they had a home where opportunity could knock on their door, don’t you think?

The two upper pictures show the family and their present “home.” You would not ask any living creature to exist in such a habitation, yet this

is all this family has ever known. Now, thanks to MAILBAG readers, they’ll have a real house, with real windows and a floor, and some of the comforts of civilization. It won’t be such a home as you have, but to them it will be truly a “Dream House.”

The center picture is Abisha, father of “Toozy.” And the lower pictures show “Toozy” before and after taking. Did you ever see a greater transformation in a little girl—a five-year-old, tow-headed little parcel of humanity who wants to be sweet and “rose-smelly” like other little girls—the God-given right of little girls, whether born in the fastnesses of the Kentucky mountains or the luxury of a home of wealth.

Before long our “Dream House” will be finished and *our* family will move in. When that day comes there should be a “housewarming” in the hearts of you, second only to the homecoming warmth in the hearts of those unto whom you have given a new lease of life and hope and happiness.

# "A \$9,000 LETTER"

A business man wrote a letter and mailed it to his customers. It brought \$8,902 worth of business at a total cost of \$57.08, or less than seven-tenths of one per cent. He calls it his "9,000 letter."

Another concern sent a letter to 5,000 prospects and made 1,800 sales on that one letter. A man in Chicago sent a series of four letters to a list of 1500 names and closed \$25,080 worth of business at once, with as much more in sight for closing in the near future.

These letters may be no better than you write yourself, but they are splendid examples of common sense, business-getting letters that hit the nail on the head. If you would like to read them, and some twenty-five others that were similarly successful in widely different businesses, you can do so by sending for our little book entitled *FOLLOW-UP LETTERS*.

Besides these letters the book contains some very pertinent suggestions—not on how to write "clever" letters but how to write letters that *LAND ORDERS*. It's a book you'll be glad to keep on your desk for daily reference.

## This Book Free

To readers of *THE MAILBAG* who are interested in making business letters most effective, who want to cash in on the sales which the right kind of letters produce, we will send this book without charge, postage paid, if the coupon at the right is filled out and returned.

THE  
AMERICAN MULTI-  
GRAPH SALES CO.  
Cleveland, Ohio



THE  
AMERICAN  
MULTIGRAPH  
SALES CO.  
1822 E. 40th St.,  
Cleveland, Ohio

Please send me your  
book, *FOLLOW-UP  
LETTERS*, without  
charge.

Name \_\_\_\_\_

Official Position \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

Please mention *THE MAILBAG* when answering advertisements. Thank you.

# When Your Salesman Leaves You For This



## The Mail Man Takes His Place



The mail man will replace your salesmen in territories where you have lost men through the draft.

Through him you can hold old customers and make new ones; deliver your message and get back the orders; beat competition to new opportunities the war has created. Let us help you present your sales story with real sales and advertising conviction. Get our prices on

### DESIGNING, PHOTO, WOOD AND WAX ENGRAVINGS, TYPESETTING AND ELECTROTYPES

#### Highest Grade Electrotypes for Any Style Printing Press

We are the original manufacturers of printing plates for the Multigraph and make a specialty of Signature Device Plates, Milled Linotype Slugs, and patented Logotypes for all plates to fit the Segmental Drum.

We are the sole producers of fonts of 24 pt. to 72 pt. Display Type for the Multigraph. Sorts and larger sizes made to order.

Check your needs on the coupon below, and mail at once.

### PROGRESSIVE ELECTROTYPE CO.

THE MODERN COMPLETELY EQUIPPED PLANT

125-129 SOUTH ELEVENTH ST., ST. LOUIS, MO.

*Please send us the following: (Check items wanted)*

Electrotype Scale.....Price List.....Specimen Book.....(FREE)  
Prices on Designing.....Engraving.....Typesetting.....Electro-  
typing.....(Enclose copy or sketches with this)

Name .....

City.....Street.....State.....

*Please mention THE MAILBAG when answering advertisements. Thank you.*



MAY 20 1918.

MAY OF MICH.  
MAY 20 1918

# *The* MAILBAG

*A Journal of  
Direct Mail  
Advertising*



MAY  
VOL. II

&

1918  
NO. II

# Why Let Your Workers Quit?

Some employers lie awakenights wondering what they're going to do to keep their workers from leaving them to go to other plants and institutions, wondering how they can keep their men from laying off five or six days every month, wondering how to keep their employees from wasting material and wasting time. The solution of these problems, as proved in actual practice by many concerns, lies in the proper kind of *Welfare Work*. It lies in getting in closer contact with employees, in winning their confidence, in showing that you have some interest in them beyond the work they do.

Leading concerns, therefore, are printing *House Organs* and *Bulletins*, edited entirely for the workers themselves. They build good will in their own plants by means of the printed word, just as they build good will among their customers by printed advertising. They make every worker feel that he or she is an appreciated factor in the organization, that every piece of work is important, that a day lost by any worker is an injury to the entire organization.

And they print these House Organs and Bulletins on the *Multigraph*—because with the Multigraph they can turn them out in two or three hours and get them into their employees' hands while they're still timely and effective, while a printer would take two or three days, or even longer, to get them out; because the Multigraph cuts their cost anywhere from 25 to 75 per cent; and because the Multigraph does the work in the *privacy of their own offices or their own shops*.

If you run a workshop or an industrial plant, or a business of any kind that employs numbers of men and women, the Multigraph is worth *ten times its cost* for what it will do for you in *Welfare Work alone*—for what it will do in holding your help, enlisting their co-operation and *speeding production*. And that's saying nothing at all of the hundreds of dollars and hundreds of days the Multigraph will save YOU in printing circulars, price lists, labels, cost cards, work tags, factory forms, cartons, boxes, envelopes, letterheads, and dozens of other things. *Send in the COUPON.*

*You Can't Buy a Multigraph Unless You Need It*



## Get a MULTIGRAPH

The Multigraph Senior is \$716 to \$764—Multigraph Junior, hand driven, \$150 and up. Easy payments.

THE MULTIGRAPH  
1822 E. 40th St., Cleveland, Ohio

Send me full information.

Name

Firm

Street Address

Town  State

Please mention THE MAILBAG when answering advertisements. Thank you.



# The MAILBAG

*A Journal of Direct-Mail Advertising*

Edited by Tim Thrift

Vol. 2

May, 1918

No. 2

## Leaves from a "Fixer's" Notebook

By Michael Gross

"Inside Stuff" is what this might be called. Five cases of sick mail-order businesses are presented with the doctor's diagnosis and remedy. Study each, for similar symptoms may exist in your direct-mail system.

WHEN I was a youngster, my dad once gave me a watch for a birthday present. He taught me how to tell time by it and then, feeling that this knowledge was sufficient, left the gift to my tender mercies. But I wasn't satisfied to just know that the time was ten o'clock. I also wanted to know what there was inside the case that made the time ten o'clock. I tried to find out—and soon after father and I met in the woodshed, by appointment.

You no doubt went through a similar experience, dear reader. If it wasn't a birthday-present watch, it was an Xmas-present toy, or sister's talking doll, or the kitchen alarm clock. For that reason you will understand the take-it-apart-and-see-what-makes-it-tick impulse which led me to ask a mail-order specialist of my acquaintance—a man who makes it a business to restore to blooming health run-down and anemic mail-order campaigns—whether he could let me in "behind the scenes" on some of the cases he had succeeded in untangling.

Because it was easier to do, no doubt, than to commit assault and battery on an unsuspecting information-seeker, this man rummaged through his desk, dug out one of his notebooks and handed it to me, together with permission to use anything in it that I wanted to, excepting only dates, names and addresses.

I opened to a few pages at random

and immediately discovered that I had been made a present of a regular "Golconda" of direct-mail dope. In this notebook my friend had entered every case handled during an entire year. Not only was the condition of the patient at the time the direct-mail doctor was called in given in each instance, but the mistakes which brought the sufferer to his sorry pass were described in detail.

In presenting this material, I have thought it best to start at the first page and take the cases in the order in which they appear. Each presents a before-and-after condition of affairs that should prove of value to direct-mail devotees, regardless of whether the business is a familiar one or not. The fundamental principles involved are common to all mail-order campaigns and can readily be applied to any line.

Let me here take a moment to mention a fact that impressed me as being an illuminating commentary on the condition from which the average unsuccessful mail-order proposition suffers.

Although this man's clients called him in primarily to overhaul the "copy"—sales-letters, folders, booklets etc.—the notebook showed that in the majority of the cases he had handled, the sales literature was only a minor contributing factor to the failure of the plan. The thing that had killed orders was the fact that the proposition in its entirety had been brought to the prospect from an entirely wrong angle,

or point of view. (A glance at cases A and B, which follow, will clearly show the point I am making).

The inference is plain. Be sure—dead sure—that the angle you bring to a prospect is the one that makes the best sales-appeal for your product; the one that creates the strongest desire for possession; the alant that presents the best reason-why-you-should-buy argument—in *his eyes*, not yours. Because *you* think the manufacturing process, the method of packing, the color, or the appearance of your product is the most wonderful thing in the world *to you*, do not make the mistake of thinking that these factors will assume the same gigantic proportions in the eyes of your prospect. Get the right angle—and your sales-letters, broadly speaking, will take care of themselves.

#### CASE A

Client—Blank Company, manufacturers of a folding alcohol cooking-stove.

*Error Number One*—Under the impression that the stove (which sold for five dollars) would appeal to only wealthy car owners, this concern had secured a list of automobilists owning cars ranging from \$1500 up. Changed list for one giving owners of Fords and other low-priced cars. Two reasons prompted this change. 1st. The man who owns a Ford or other small-priced car, is known to be the largest buyer of automobile attachments and specialties; the owner of a high-priced automobile gets his equipment with the car and rarely adds to it. 2nd. The owner of a small-priced car is usually a small merchant or working man. He takes his family out on Sunday and there are always meals to prepare; the wealthy man usually travels with one or two companions and invariably goes to a road-house for his meals.

*Error Number Two*. The client had circularized only city automobilists. His list should have been made up of suburbanites and farmers. The city man, as a rule, has been bitten by the

bacillus of bluff and tries to appear wealthier than he really is. He takes his party to the most conspicuous road-house on the route. The country man, on the other hand, is a simple fellow. He considers comfort and price as being far more important than how the fact that his family is eating a meal under a tree looks to people who may be passing by.

*Error Number Three*. The men who owned the cars had been circularized. The letters should have gone to their wives. It is a man's wife, in nine cases out of ten, who appreciates what it means to have a hot meal at noon; to be able to warm baby's milk; to have hot water with which to afterwards wash the dishes.

#### CASE B

Client—Dash Real Estate Company. This company had erected a group of palatial summer homes near a popular beach. The price of each home made it necessary to appeal to only the very wealthy.

*Error Number One*. A beautifully engraved letterhead had been printed up, on a heavy, crackling bond paper. The idea being that the quality would make an instant appeal and mark the proposition as also being a quality one. Suggested that plain linen paper be used, of a size that would fold twice in a square baronial envelope. This envelope was to bear no return card and was to be addressed to the prospect in longhand. The letter, when received, would have the appearance of a personal communication and for that very reason would get by the watchful eye of the prospect's secretary. The original letter, bearing all the earmarks of a business proposition, never would have reached the prospect at all.

*Error Number Two*. A beautiful booklet had been designed which showed, in wonderful colors and painstaking detail, just how each house looked, both inside and out. Nearly broke the client's fond, trusting heart when the entire edition was thrown into the waste

basket. Reason—after the prospect had looked over the illustrations in the booklet and had satisfied his curiosity regarding the appearance of the house, it would be impossible to get him to make a sixty-mile trip just to see what he had already been shown so well in picture form. Instead of the booklet, a letter, so written as to arouse a desire to see what the house it described looked like, was sent out. Once the prospect's curiosity was aroused it was an easy matter to get him to take the trip and inspect the actual dwellings, which was half the sale.

*Error Number Three.* The mailing was timed to reach the prospect's home in the morning. It should have reached him directly after the evening meal. At that time he was relaxed and apt to be interested in anything that held a promise of material comfort and well-being. In the morning he had the day's work on his mind and did not care to add to the burden.

*Error Number Four.* The letter played up the fact that Blank Beach (a popular resort) was located only a few minutes away from the colony. This fact should have been forgotten about entirely. The prospects who received the letter were the sort of people who valued privacy and exclusiveness far more than the doubtful pleasure the nearness of the beach would give them. Had the letter gone to middle-class prospects this appeal of the nearness of the beach would have been a good talking point.

#### CASE C

*Client—Specialty Manufacturing Company.* The president of the concern had secured the services of an expert to prepare a series of sales-letters, but results did not seem to warrant this expense. The use of the series was not followed by a proportionate increase in business.

Found that, while the sales-letters were real business-getters, this firm was working on the theory that once having secured the customer the way he was

afterwards handled did not matter. The inquiries brought in by the sales-letters were handled by twelve-dollar-a-week clerks; the orders received were acknowledged by the stenographer; complaints were handled by the office manager, an executive but a poor letter writer. These people, while knowing enough to give the information the correspondence required, had no knowledge of how to write a letter that would not only give a customer information but also impress a selling point about the merchandise as well.

The first step was to link the follow-up to the initial series of letters. The second was to make every letter that went out of the house a silent salesman for the merchandise handled. This was done by furnishing model paragraphs for every kind of a letter. Then a school of business correspondence was organized. The office men were taught the principles of business English and correspondence. Each man's letters were examined before they were allowed to go out and given a percentage mark. A letter that failed to earn a certain per cent was sent back to be rewritten, together with suggestions for its improvement.

#### CASE D

*Client—Plate Photographing Co.,* originators of a process of copying old and faded photographs. Investigation of the field had disclosed the fact that a demand for photographic copies of old and faded prints existed among the farm people in a certain New England section. A direct-mail campaign was accordingly launched, the mailing list being composed of farmers' wives in moderate circumstances, but the proposition failed to pull, a few of the reasons for this being:

*Error Number One.* In circularizing the list, this company used a regulation letter-head printed on a white bond paper. These were destroyed and a blue-tinted linen paper, size 8½x11, and similar to that used by women for personal correspondence, was substi-

tuted. The sheets were folded in half to make a letter of two leaves, each 5½x8½. Instead of the regulation envelope, with business card set up in type in the upper left-hand corner, a square baronial envelope was used, into which the letter, folded once, exactly fitted. The envelope was of the same tint as the paper and bore no printing at all. The return address was written on the reverse flap in long-hand, by a girl who also addressed the envelopes and put the word "personal" in the lower left-hand corner. The letter-head was printed at the top of the first sheet. The circular started immediately under it and continued on the third page inside. When ready for mailing, each letter had the appearance of a personal communication from some friend of the prospect.

*Error Number Two.* No thought was given to making it easy for the prospect to order. To get a picture copied a woman had first to fill out a detail blank, enclosed with the letter. Then it was necessary to get a dollar bill; after which would commence a search for an envelope to use in sending the answer. Were these letters going to city people, the fact that it was necessary for a prospect to fill out a card and furnish her own envelope would not have presented a serious problem. But the list consisted of farmers' wives—busy people who were poor letter-writers and consequently had no writing desk filled to overflowing with stationery. Instead of the card, a self-addressed envelope was enclosed and the letter so revised that placing an order was merely a matter of jotting the name and address of the prospect on the back of the picture to be copied and sending it along.

*Error Number Three.* Client had asked for payment with the order. Changed this to money after work was done and delivered, for three reasons: 1st. The firm was practically unknown in the mail-order field and a "money with order" plan was cutting down returns to a point where the proposition could

not be made profitable. 2nd. Farmers are good risks; their wives are still better—for where a man is honest because he thinks it pays best most women are inherently honest. In addition to this fact, farmers usually own the land they live on, rarely move, and are very easily kept after. 3rd. The proposition could be presented much more forcibly and make a much stronger impression if the prospect was convinced from the very start that she took absolutely no risk. (In the revised letter note how this "send no money" point was played up).

*Error Number Four.* The initial letter used was too formal and stiff. To a list composed of blasé city people it might have stood a chance of pulling; for farm people it was too full of rhetorical flourishes and linguistic fireworks. The letter needed to come down to the soil; to play up the human interest side of the proposition; to wax a little sentimental; and to make a strong play for immediate action instead of a "we hope to hear from you." Farm women are always busy and once they decide to order something "the first chance I get" the probabilities are that the order will never be sent in. The original letter ran as follows:

Dear Madam:

We have just discovered a process by means of which we can copy any photograph—no matter how small, or how old, or how faded it may be, and do this work at a price which is only a fraction of what other photographers would charge for inferior work.

You no doubt have noticed many pictures in your family album that are rapidly fading away. Soon these old photographs of those near and dear to you will be entirely gone—with no possibility of replacing them.

Why not take one of these faded pictures out of your album before it is entirely gone and send it to us with a dollar bill. We will copy it and send you three beautiful cabinet-size photographs, together with the picture you sent us.

Remember, if our work is not entirely satisfactory, and you do not think that you have received a big dollar's worth when you get the three photographs, we will cheerfully refund your money.

We hope to hear from you.

Contrast this letter with the one that was finally sent out:

Dear Madam:

To-night we would like you to look through the family album and pick out the picture in it that you love best. It may be one of grand-daddy or grand-ma, or a picture of pa when he was a boy, or it may be an only photograph of any other of your loved ones.

Wouldn't you like to have this favorite picture made into a beautiful photograph before it either fades out or is lost?

Write your name and address on the back of any picture you want copied, stick it into the envelope that came with this letter and mail it to us. **DO NOT SEND ANY MONEY WITH IT.** We are so sure we can please you that we want you to see what you are getting for your money before you pay it to us.

We will make three beautiful copies, cabinet size, from any picture you send us, mount each in an art folder and then mail them to you. If you like them send us **ONE DOLLAR** to pay for the three photographs. If you're not satisfied, return the photos and **THEY WON'T COST YOU ONE CENT.**

**COULD ANY OFFER BE FAIRER?**

To-morrow, that **LAST** picture you have of the old folks may be gone. **YOU DON'T TAKE ANY RISK,** so why not send it to us **NOW,** while you have us in mind?

#### CASE E

Client—Sergem Manufacturing Company, mail-order cloak and suit house, featuring high-grade coats and suits made of Sergem Fabric. This concern had decided to inaugurate a ten-day special-price sale to dispose of an over-production of lady's coats. The following letter was prepared, the plan being to send it to a selected list of well-to-do women.

Dear Madam:

We know that you will be interested in the first reduction sale of Sergem Cloth Coats that has ever been offered to the public, and we are therefore taking the liberty of mailing you this advance announcement.

Sergem Cloth, you know, is a fabric of our own manufacture—it is patented by us, and in no other material can you get the service and wear that a coat made of this cloth will give you.

In addition to being long-wearing, Sergem Cloth is also Cravenette-proofed—which means that a coat made of this fabric can be worn in rain or shine—in cold weather, or warm.

Our regular price for Sergem Cloth Coats is sixty dollars, but in order to bring the merits of this material to a larger circle of particular women, we are making a special price of forty-five dollars on any garment illustrated in the enclosed folder. This reduced price holds good only until May tenth.

Any mercantile agency or bank will assure you as to our financial standing and you need have no fear of sending remittance with your letter.

Trusting to hear from you, we are, etc.

The man who wrote this letter was astonished when told that if he had stayed up a month of nights trying to think of selling points that would appeal *least* to well-to-do women prospects, he could not have selected a better set than he used in his announcement, nor could he have arranged their sequence in a worse manner.

*Error Number One.* After getting away to a weak and hackneyed start, the second paragraph of the letter opens with the statement that from no other material can the prospect obtain the wear and service the Sergem cloth will give. This point of *service* is one in which a well-to-do woman is least interested. Styles change every year. A garment in fashion one season is out of style the next and, though the material should show no sign of wear, it would be discarded. This paragraph should have played up the style of the coats on sale; mentioned what latest whim of fashion they embodied; given the name of the modiste who designed them. These points are the dominant factors in selling garments to women and should be made the prime appeal in direct-mail campaigns catering to them.

*Error Number Two.* The third paragraph mentions that the garments are water-proofed. A wrong angle to use in dealing with well-to-do women, because it implies that the prospect would be interested in saving the price of a rain-coat by making the garment offered serve both purposes. This paragraph should have struck the note of exclusiveness—the fact that the coats could not be bought in department stores; that there were only a few of any one pattern; that the cut and design was different from any other garment on the market. Next to style, this point of exclusiveness is of vital importance in selling to woman prospects.

**Error Number Three.** The fifth paragraph dwells on price. Wrong—because no desire to possess one of the garments has been aroused in the prospect's mind by the preceding paragraphs. For this reason the fact that price has been reduced fifteen dollars makes no appeal at all. In circularizing middle-class women this point of price might successfully be played up to the exclusion of every other argument, but to a woman of wealth the fact that fifteen dollars could be saved by an immediate purchase would have no influence, if she had not been sold on the garment

itself before the price was reached.

**Error Number Four.** The sixth paragraph refers the prospect to a mercantile agency or bank to determine for herself the financial standing of the house making the offer. This matter of credit rating is a subject no woman prospect ever gives a second thought. Insofar as referring her to a mercantile agency is concerned, it would have been just as wise to have told the prospect to get in touch with the Maharajah of Hindustan. She would have known as much about how to get to one as to the other.

## Preserving a Fruit Preservation Market

By W. E. McTaggart

*Formerly B. C. Fruit Markets Commissioner, Calgary; Now Circulation Manager, The Grain Growers Guide, Winnipeg*

The sugar situation is now worse than when this story was written. It means that every retailer and fruit grower will face this Summer and Fall a similar situation to that faced by Mr.

McTaggart. How he solved the problem should, consequently, prove vitally interesting to grocers, fruit growers and commission houses.

**H**AVE you ever written a letter that surprised you with its results? Doesn't that give you a great deal of satisfaction? It did me.

The price of sugar, it was thought, would certainly put the fruit business on a slow freight, with the result that we would have fruit to eat, fruit to let rot, and fruit to give away to such an extent that perhaps we wouldn't want to eat fruit any more. Sugar prices had soared, much to our disgust. And what was worse, there was every prospect of these prices going still higher.

But like many other perplexing problems on which we fuss and fume, worry and think about—our troubles never materialized, for the fruit was sold. But still that didn't alter the fact that the price of sugar was a deterrent factor in the sale of preserving fruit—and as a matter of fact, is yet.

To offset the high prices of the sweetening necessity there was one

thing we could do. That was to tell the grocer, and through him the consumer, that fruit could be preserved without sugar and that the flavor was just as good and the fruit kept just as long.

Then this letter was written to 4,500 retail grocers scattered throughout Western Canada:

Dear Sir:

With the price of sugar so high and likely to go higher, due to a number of circumstances, it occurs to me that the housewives of Western Canada will not purchase their usual quantities of preserving fruits this season. During the past few weeks I have had this brought to my attention on several occasions and I was wondering whether you were of the same opinion.

I have talked with several of the prairie jobbers and they are unanimous in saying that the sale of preserving fruits is liable to be curtailed on account of the high price of sugar.

Following this I thought it would be a good idea to have thousands of pamphlets printed giving complete instructions on "How to Preserve Fruits Without Sugar" as given in the B. C. Fruit Booklet.

These pamphlets are small and can be distributed easily by the retailers, and if you have any suggestions to offer as to the best way to

distribute them in your territory I would be glad to hear from you.

I am convinced that our advertising in the daily papers and farm journals will create a demand for the B. C. Fruit Booklet, and that we will have no trouble in distributing them, and if you can use any to advantage let me know.

Drop me a line right away and tell me what you think of this idea, and any assistance in the distributing of the pamphlets will be greatly appreciated.

Yours for a good fruit season,

W. E. McTaggart,  
Fruit Markets Commissioner

Shortly after the replies started to come in, and the pamphlets were sent—but we had miscalculated the demands of the trade. Grocer after grocer thought it was a good idea and to send as many as possible. And the suggestions the grocers gave us as to the best manner of distributing this literature left no doubt as to the outcome.

In about a month a second letter was sent to the same list of retailers and this pulled well. The arguments set forth in this were repeated time and again by grocers and their clerks throughout Western Canada:

Dear Sir:

I have just been doing a little figuring and find that it is only costing a cent and a half more "per jar" for sugar than it did a year ago—just a trifle more.

The average housewife uses about three-quarters of a pound of sugar in every jar of fruit, and as sugar has advanced 2c per pound during the year you can see that it is only costing a cent and a half more "per jar" this year than it did last.

When you tell your customers this I am sure they will not cut down their preserving fruit orders, much to your monetary advantage. Tell them, too, that canned goods are soaring in price and that it will be cheaper to put down fruit than to buy canned goods this winter.

I hope you have placed your order for preserving fruits with your jobber before this, because mixed and straight cans of preserving fruits are now rolling to the prairies. The crop of plums, peaches and apricots is smaller than last year. To delay means disappointed customers.

The quality of the fruit is mighty fine. All the peaches and apricots that are coming this way are the pick of the British Columbia orchards. Specify B. C. fruit on your orders and get quality fruit.

Make it clear to your customers that it will pay them to put down their usual quantities of fruit this year. I know you will sell more sugar,

more jars, more spices and more fruit if you do.

Yours for a good fruit season.

W. E. McTaggart,  
Fruit Markets Commissioner.

Can you use any more of the pamphlets on "How to Preserve Fruit Without Sugar?" Some housewives will want to follow this plan this year. If you haven't any, drop me a card and I'll send you a free supply right away.

Coupled with these letters was the general advertising which appeared in quite a number of papers, but still the advertising was greatly curtailed. Hence we relied on letters to "get over" our story about our fruits and "to preserve as usual."

The office in Calgary was a government office through which buyer and seller could be brought together, but no selling or buying, as can readily be understood, was or could be done. This, however, did not stop the orders for fruit coming from grocers. Growers' and shippers' names, of course, were given to the retailers and many sales were effected.

These letters told the grocers of Western Canada about British Columbia fruit, at the same time giving the retailers some talking points to offset the housewives' complaint about sugar prices. That they were appreciated was aptly shown. Later on in the season, when apple advertising was appearing in all the dailies and farm papers of Western Canada, two more letters were sent out on apples, and while they asked for no reply, nevertheless brought forth many inquiries.

The two first letters demonstrated very forcibly that if retailers were approached in the right way and given some information that they in turn could use to their own monetary advantage, they would give your product support. This they did. Before the season was over preserving fruits were in demand, for the supply was limited.

GIVE direct-mail a real job in your organization. Don't just dip into it every now and then—either use it or don't—dabbling can only bring discontent. Consistency will bring results.

## "Make It Snappy"

By Laurence Swan

Editor *Punch* and *The Review*, LeRoy Sargent & Co., Inc., New York

"How to get verve and tang into the house organ" is the secondary title Mr. Swan gave his article. When you've read it you'll see the application. Moreover, you'll have a lot of mighty good suggestions that will help you do that very thing for your sheet.

SOME *ultra* phrase-maker among the collegians a while back coined a real one. When speed and go and snap were wanted, the collegian used to say "Make It Snappy!" and thereby got results. It occurred to me that here was a text, a saying and a slogan, which the house organ fraternity might do well to appropriate. It seems fairly clear, in view of the appallingly high rate of mortality among house magazines, that something of the sort is badly needed. If those in charge of moribund house publications were to heed such an admonition, there would be fewer literary bones a-bleaching.

One has but to go to his house organ files—hardly through them—to discover why so many house magazines are foredoomed to fail. No one reads them! And hence they are not profitable. They simply aren't readable, much less interesting. They do not arouse—many of them—the slightest desire on the part of the recipient to get their message. Their appeal is nil. Flat, insipid, drearily monotonous, inartistic, often hardly comprehensible—small surprise that they fail. And the big wonder is that the death rate isn't even larger!

The pity of it all is that, in most cases, these failures are preventable. Complete analysis of causes for the large percentage of stoppage in the house organ field is out of place here. We are only interested in its prevention. It is not too much to say, however, that one very large cause of demise is chargeable to editorial mismanagement. That is a broad statement, but a true one. We are willing to defend the thesis, "He wasn't the man for the job!" We must put the blame where it belongs—on the editor. It is not the smallness of the organ budget or the

failure of the clientele to warm up to the product, but the failure of the editor to make good. The right sort of editing will command budgets and results and a continuance of the house organ. Careful study of deceased publications will show that the magazine did not "pull"—and with reason. There are many other causes for the stoppage of house magazines after a few issues, of course, but that does not vitiate the force of the argument and proposition that in the majority of instances the competency or incompetency of the editorial management is the decisive factor.

It needs no demonstration to prove that what is readable is read and that the surest way to make your publication pay is to get it read. Our libraries are full up with worth-while books and periodicals, cram-loaded with good, meaty, instructive copy. But a publication has to be more than informative—it must be *interesting*. A house organ, be it remembered, must compete with many other papers for time and attention. That is why a house publication must be engaging, snappy, vital. Such a publication *demand*s attention and *gets* it! And that is why we must make it and keep it *snappy*!

There is no set formula for success, and no prescription for brains and ideas and invention. Regretfully not. Resourcefulness is not a commodity, and cleverness is bound to command the same rewards and to rise as rapidly in our house organ province as elsewhere. Originality and ability ever will be at a premium. And all these qualities and more, too, are needed in the editing of a successful house paper. The personal element must always be of paramount importance. It is not because the writer lays claim to the



possession of any small part of these qualities that mention is made of them; rather, because it has been found in the hard crucible of experience that they must be had and used in and on the successful house organ venture. If your house organ hasn't them, it is the serious problem of the house to get them. These qualities are obtainable. Failure to exchange inability for ability and incapacity for competency means another house organ failure. These qualities, too, are the very ones most needed. Routine editing is easy: it takes a certain mastery of technique to produce the unusual. The right house organ man has these qualities, has the ability to "make his magazine one with personality" and proceeds to do it. If these qualities abound in him, the result is likely to be a nationally-talked of and conspicuous success. And in proportion to the quantities of these qualities, their presence or absence, is the venture likely to succeed or fail. So much for generalizations.

#### THE COST ELEMENT

Costs must be kept down. That is axiomatic. There are ways and means of living up your magazine without going to great expense. There are expensive ways of adding zest to a publication, too. Fortunate the editor who can follow the dictates of his literary and artistic instincts without caring too seriously for expense. But most of us don't happen to be in that category. The conspicuously successful house magazines of today are those which "cut the corners." The most outstanding house organ failures the field has known were two publications which had all the money they cared to spend. So in making the following suggestions, we are not unmindful of the cost side. Cost, however, is relative. Anything which produces results beyond the outlay involved pays. Add what you will to the cost, and if the results obtained justify the additional expenditure, the increase was worth while. Accounting tells the tale in the

long run in house organs as in every other phase of activity.

For the sake of convenience, then, we have divided the following ideas into two classes: those which add to the cost and those which do not. We are quite certain that all houses issuing publications can afford the latter. Perhaps they can't afford not to afford the former, only they don't know it. It is our belief that all of the suggestions given are practicable. In many cases they have proved out again and again. The ideas, themselves, most of them at least, did not originate with us. They were simply applied. Perhaps some of these have larger application in the internal house organ field than in the external, yet in the main they can be catholically used.

#### WAKING UP THE HOUSE ORGAN WITHOUT COST

##### VARIETY IN COPY

Variety and interest are cognate, still it is apparent that many house organists have yet to learn it. Variety in copy is not only the spice of life in an organ but indeed the very life itself. To the self-sufficient editors there is only one style—theirs. Everything they write or permit to go into their publication is written on the same bleak, monotonous level. It reminds one of that type of restaurant which the commoner describes as having "everything cooked in the same pot." They harp forever on one note—flats and no sharps. One would think that for their own amusement, if for no other reason, these sing-song writers would change the tune.

Literary style itself connotes variety of treatment. We have found it well to divide the magazine into style-sections if you please. This chapter is from our own experience. Not all our magazine is similarly written. On the contrary, we purposely treat each section differently. The first part usually has to do with current happenings in the organization and is written in an

aggressive, forward-looking, optimistic vein. Sometimes it is in stiff prose, sometimes in swinging rhyme. While this material is usually dignified, as becomes title-page copy, we have found that it pays to inject just a trace of quizzical humor. It helps along the readability.

The feature articles have a different mode of handling. No prescribed rules of technique are followed here. Each contributor proceeds naturally in a style germane to his subject. The more contributors the more varied the subjects and the more diverse the diction and verbiage.

In the biographical sketches yet another turn is given. These personal cameos usually come out in a warm, friendly way, brimming over not with obvious humor or facetiousness, but with fun and quippy cheerfulness.

The editorial pages, likewise, are different, *sui generis*. They are frankly "high-brow" and cultural, for we have found that our men want and appreciate this sort of thing. There's scarcely a branch of learning or activity which has not contributed to these pages. Biology, biography, philosophy, anthropology, the sciences and humanities, are all drawn on. Any live editorial department has at its command the literature and the recapitulated lore of the ages. It is one's to use to teach the lesson of the moment. All one needs to make these pages successful is familiarity with where to find this material and a healthy desire to use it. Don't be afraid of "shooting over their heads" in the leaders and editorials; most readers like to look up to their magazine and appreciate it the more if they have to reach up for a part of it. So don't be wary of the academic style or hesitate to call upon anybody from Pythagoras to Painleve and back again for material. Here is one place where erudition comes into its own, so long as one does not let the bones of that erudition protrude.

And to go to the other extreme, there is a place for slang—good, live, up-to-the-minute, peppery slang. No one

makes a meal of cayenne pepper, but it does help out many a dinner. Smart slang, properly handled and not overdone, and kept localized, is seasonable in a house organ and will do as much as anything else to "keep it snappy." But stay away from last year's models, the trite bits that were chucked over in 1917. Remember this is 1918. Without appropriating or plagiarizing one finds the comic strips, the sporting sections, the musical comedies and the "column-conductors" helpful in furnishing slang-ideas. There are many ways that the wide-awake, twelve-o'clock editor can dress his pages in tomorrow-like slang. A whole monograph might easily be written on this subject alone.

So much for variety of diction. Enough has been said to suggest the need for constant change and to get that harmonious blend of unity and variety which Herbert Spencer tells us of. If the editorial staff numbers more than one, frequent "trade-offs" in assignments help greatly in securing variety of style. Study of the various magazines most resembling in style the section we want to improve on will be found helpful—the *Atlantic Monthly* and *The New Republic* for elegance of diction; the editorials of the two *Evening Posts* for clearness and vigor; *Life* and *London Punch* for spicy humor; those admirable little sketches under the graphics in *Every Week* for biographical style—such models tend to intensify and purify a chosen style.

Another fruitful and productive method of adding zest to the house organ is the running of timely, practical, hit-the-nail-on-the-head series from time to time. One doesn't necessarily have to spend good money in their getting. Usually a request from the editor is sufficient to bring an article or a series of them from one qualified to speak on the subject. A well-conceived, well-matured series, home-written or produced by an outsider, is a tremendous interest-builder. It has connective value. It serves the same

purpose that the melodramatic serials do, seldom failing to make the reader impatient for the arrival of the next installment. A good series, too, gives an atmosphere of permanency and stability to a magazine which subconsciously impresses.

Another inexpensive way is to personalize the house organ. This is too little done, although there is a noticeable improvement trend in this direction. It is natural that a person should like to see his name in print, especially if the comment is favorable. There are those so anxious for publicity that they would almost rather see an unfavorable reference made to themselves and become the object of a "jibe" than to be omitted altogether. Such is the extent of human vanity. Friendly little personal jottings command personal interest. A dry-as-dust, impersonal house organ never "gets across" in a hundred per cent way. Readers feel for it the same interest that they do for a price-list or a catalogue. The personal element may be emphasized by the judicious encouragement of departmental correspondents and sub-editors who gather in the sort of items which are likely to escape a central editor and which tend to make pages personal and therefore highly interesting to those featured. The publishing of pictures and letters and odd individual items and anecdotes all have their part. The ways to inject personalities are many; yet this feature in many corporation publications is very slovenly done, or underdone.

The use of special pages has always proved to be serviceable in compelling the right type of reader-interest. Naturally, certain phases of the work, and consequently its mouth-piece, the house magazine, must appeal differently to different people. There should be special pages for those whose work is specialized. The application of this idea varies with the particular problems presented. But some pages are universally applicable; for instance, the "Woman's Page." The open-eyed

house organ manager will see to it that the wives and mothers of the workers read the firm's paper. The influence which the girl-at-home may exert is incalculable. Certainly in this day of the feminization of industry, it is not too much to ask that a single page be given over to the woman employees. A "Woman's Department" can be made genuinely profitable, and no small factor in the upbuilding of any business through its periodical. The "Military Service Page" these days is having a wide call. Special pages may be occupational, departmental, geographical, or based on other classifications too numerous to recite. Perhaps the most efficacious of all "special pages" is the one devoted to inspirational copy. Not everyone can be a Herbert Kauffman or a Dr. Frank Crane, but a page devoted to inspiring, regenerative articles will tone up a house organ and be a page well spent.

In these latter days the "Contest Feature" has been rather overworked. A certain house organ comes to hand weekly in which the contest section is the whole thing. It falls on one. Cover and back and insides all shriek "Contest!" Unquestionably rivalry and the emulation *motif* are highly important ones as incentives to bigger things in salesmanship, but the part played in a house magazine should not be preponderant. Play it up for all that it is worth, but not for more than it is worth. If changed frequently and kept *alive* and smart, the "Contest Department" will help to make the whole publication piquant.

The suggestion which follows may or may not be worth having. It is pretty late in the literary game to expect to make distinct contributions. Fortunate the person who can turn out an "Emma McChesney" or a "Hashimura Togo." Be assured that such a one won't long remain in a field so specialized as that of house organs. But the skillful writer can, with taste and propriety, adapt Wallace Irvin, George Ade, Montague Glass, Kenneth Beaton and Ring

Lardner for the edification of his house magazine's clientele—giving of course due credit for the idea. House organ readers have been convulsed, and through those convulsions "sold on" the house's big idea, by parodies and "take-offs" of clever craftsmanship. Nothing, though, is quite so cheap as a cheap imitation and one must be adept at adaptation if one is to succeed in performing this delicate literary operation.

Jingles, rhymes, limericks, epigrams and paragraphy all contribute, or can be made to contribute, to the vivaciousness, animation and readability of the house organ. The average editor's drawer is full of near-poems, almost-epigrams, borderland stuff, most of it facetiousness that frankly fizzles. Stay away from it. But sometimes a contribution can be "put over" by slight amendment and revamping. A bit that is incandescent is usable; that which is palely phosphorescent isn't. But the main point is that light, witty *bon mots*, whatever the source, give a snap and whippiness to what otherwise might be pretty dead lines.

#### MECHANICAL TONE

Prominent in the list of relatively inexpensive ways of toning up the system of an invalid house organ are what might be termed mechanical means. This theme is already the subject of whole books and could be endlessly elaborated on. It is impossible and unnecessary to do more here than to suggest.

It is possible to change the color of paper stock frequently and still stay within the confines of good taste and the expense zone. We do not believe, when once the paper used has become standardized and a norm established, that it should be changed in weight or in texture. Beautiful effects may be had, however, by using the same stock in flat neutral tints, soft grays and sepias and creams. The occasional varying in the color of paper stock supplies a difference that contributes

by that much to the personality of the periodical. And personality, by the way, in periodicals spells success!

The same may be said of the use of inks. The occasional printing of the body of the organ in blue, green and soft brown values will prove refreshing. Some splendid effects may be had by the use of medium gray mixed inks on white stocks, giving an imitation of offset work. Garish colors in inks, per contra, will produce just the wrong impression, so great care must be exercised. Editors will find the article on the psychology of colors recently appearing in *THE MAILBAG* very helpful along this line. (Jan. 1918, Issue—Ed.)

Great tonic results can be obtained by "dressing up" the publication. The arrangement and lay-out of the pages are of large importance. Much depends upon the "break" in copy and on the space to be filled, but care and persistence and thought will work wonders toward injecting new life into an otherwise sleepy page. There is a world of difference between the looks of a page laid out on straightaway lines and one in which the material has been thoughtfully placed. Ingenuity here pays big dividends.

The box and the border are generally unappreciated. We never allow a page of company literature to go out without a box. There is a good reason for this. A boxing around type-matter seems to gather it in and hold it together; without knowing it the reader finds his task the easier. In addition the ragged type-edges unframed have a far from finished look and tend to make the whole page crude, raw and uninteresting. Highly inspirational matter or that which is of especial import should always be bordered. Inset boxes for miniature "gems" are good. Paneled material formalizes a page and give it character, at the same time breaking up type masses. Photographs, unless vignettied, should always be boxed. Often the addition of a single "rule" is the necessary and saving touch.

If one does not have in his organ

budget a fund for art work, he is indeed handicapped. Something can be done with inexpensive stock cuts, however. The thing to avoid, it goes without the saying, is the use of common, stereotyped illustrations and decorations. Frequently, though, printing houses handling house organ accounts have a good assortment of plates, not necessarily always stock cuts, either, in their "morgue" and will permit their use. It is surprising how generally serviceable some illustrations are. One recalls to mind that hard-working wood-cut of by-gone days of the gentleman *a la* full beard, which the small newspapers used to use for everybody from General Grant to Jesse James!

An appropriate illustration completely justifies itself. The eye takes in the purport of a picture in a fraction of a second and grabs the "message." It seeks out the unusual on a page first thing. The mind is more often impressed by a one-sixtieth of a second glimpse at an illustration than by a whole page of reading matter—granting that it be read. But how obvious! The point is that this is particularly true in the house organ field, where the appeal is a special one. But pictures must "hitch up" to the copy they illustrate. Extraneous, irrelevant art work is a hindrance, not a help. True, it "breaks up" a page and makes it attractive to the eye, but the mind is distracted by the conflicting appeals. A picture should "sell" the page to the reader if the title doesn't.

Attention need hardly be called to such auxiliaries as paragraph signs, fancy initials, running heads and tailpieces. They all help in the general campaign for readability if not overstressed. Rococco, florid effects sacrifice the end to the means.

Finally, typography itself. Too much variety in typeage is highly objectionable. My good friend and associate, George Wilson, in his book on "House Organs" states that three kinds of type in a house magazine are about the limit. There is no possible

objection, though, to variety in the pointage and body of the same general kind of type. The time and the place must determine. Straightaway copy costs less to set up, but we are of the opinion that specially treated type pays for itself. Graduated, italicized, black-faced, indented, letter-spaced—are at your disposal. Help yourself! But stay away from "ginger bread." Have your typing vital and make it carry the *punch*, but don't irritate the reader's eye by carrying *stimuli* too far. The type, after all, is what we read, and it is a flexible medium in "making it snappy."

#### INCREASING READABILITY BY INCREASING THE COST

Money, money, who's got it? He who has can go far in "dressing up" his publication in an interest-compelling campaign. There is an outside limit as to what one can do with ideas and no money, but none whatever as to what a man can do with ideas when his company will back him to the limit to make the house organ productive of results. Only two phases of the costly way need be here considered.

#### ADDING QUALITY TO THE READING MATTER

Increasing the amount and quality of the reading matter means a bettered house organ, and it can be done—*with money*. As a rule the management, while willing that the paper be improved, is not willing to "pay the piper," or more literally, the printer. The purchase of feature articles from known specialists in your line means qualitative bettering. The adding of general features—war "stories," inspirational poetry from honest-to-goodness poets, increases the effulgence and brilliance of a house magazine. But all this is not for the many, but for the plethoric elite. Increasing the house organ staff—though that means a longer pay-roll—so that each writer has less extensive and more intensive work, is another way of adding quality. Examination

of the house publication field shows that too many organs are built on a metrical, space-filling basis. Quality-bettering, if striven for, may be accomplished within limits without increasing the outlay. Up to the point of diminishing returns, however, increasing the cost to increase the results is justifiable.

#### ART WORK

But when all is said and done, there is one final way to put "gip" and "go" into a house magazine, and it never fails! That is by making it artistic as well as instructive. Together they are a great team. You'll say, "Art work is expensive, the old man won't stand for it!" We, too, have learned that artists and engravers do not work for the fun of it, but we are inclined to the opinion that we can't afford to do without their product. It is our firm conviction, based on experience, that art work in moderation pays. Nothing so lends character and dignity and personality to a publication as illustrative matter. The editor who feels the need of applying the paprika hypo to his paper will do well to think on these things.

First of all, and first in importance, is the cover. If the house organ is in magazine form, or if it chances to be in newspaper form, the cover or the front sheet is the thing that strikes the eye. Since most of the house papers come out in magazine form, we can refer generically to the "cover." It is that which "sells" the booklet to the reader. This has been said before. But go, if you please, to a news stand and which magazine do you want to buy? Why the one with the attractive exterior, of course. All things being equal, that's just the one you *will* buy. Hearst has appreciated this fact and so has Curtis. One cannot estimate just how much the drawings of Harrison Fisher, Coles Phillips and Penryn Stanlaws have contributed to the sum total of the success of *Cosmopolitan*, *Good Housekeeping* and *Hearst's*, or how much the work of Leyendecker and

McMein and Robinson and Jessie Wilcox Smith have done for *The Saturday Evening Post*. A case in point is the work of McCoy in *Ginger*, the organ of Stone, Ordean & Wells Co. Our own experience has demonstrated that there is the greatest demand for those copies of our *Punch* which have the most striking cover designs.

We have found, too, that "covers" are relatively inexpensive, even for a weekly. On the average, two-color zincs are used; occasionally a three-color and sometimes only a single color. We believe any loyal reader of a house magazine likes to see his magazine well-garmented and takes new pride therein as a result.

There has been quite a demand on the part of our readers for extra copies of certain issues for framing, and we believe that is a sign of appreciation. The covers all appertain to the business and are inspirational. Most of the ideas for the cover designs originate in the work itself. Most of the drawings are done by those in the organization. Occasionally one is professionally drawn. Incidentally, it has been borne in upon us by weight of testimony that there is a certain virtue in not too-finished drawings. Rough strength seems to be the thing desired, rather than too magaziney effects.

The use of photographs, it proves out, adds much. Most of those we use are portraits, and to have one's picture in the house magazine is no small incentive to good work. Benday backgrounds on half-tones, vertical and horizontal routings on screen plates, bring a finish to photographs that really is remarkable.

Headings, hand-lettered, for special pages start a page right. Nearly every department or sub-department of our magazine has appropriate zinc headings. We have guarded against making the book "cut heavy" but have worked hard to make the money we do spend for art work pay one hundred per cent.

It has been found that nearly every plate can be used over again—later.

Some of them can be repeated many times. Former outside cover designs are utilized on the first inside covers, the "key plate" of a more than one color cut serving in this capacity. Occasionally a cartoon is run, in place of a tip-on photograph. Every once in a while the running heads and tail-pieces are changed for variety's sake. Particularly in the "Contest Pages" do fresh drawings help, for they inspire fresh interest in a department that is likely to go stale unless pains are taken to keep it buoyant and bubbly. It pays to illustrate special articles and serials with "thumb-nails." Especially do "the boys" like it if perchance they think they see in some sketch the lineaments of one known to them.

The artistic possibilities which lie open to you depend upon the circumstances which surround you in your work. We can think of no other way of "hyper-jazzing" a magazine, as a friend puts it, which will get such results as art work. We certainly hold a brief for artistry in house organs.

#### CONCLUSIONS

It should be said that generalizations, after all, are about the most tawdry things in the world. It is so easy for a writer to observe that this-and-this is so and evolve rules for the guidance of all future generations. But conditions vary with every house organ and every editor has a different problem to solve. Then conditions in the same publication are always changing. There is no *constant* in this field of flux. The above suggestions are given with all this in mind, in the hope that they will be practicable, probably not for all but for a few at least. They have worked out, most of them, in the cases examined by the writer and for that reason we commend them to those who have them not.

Much of what has been written must seem to be obvious, self-evident. And yet every reader will bear us out that many, many editors, or those who sit in their chairs, don't or won't follow

even patent rudiments and basic principles. If you are a sceptic, go to your house organ file and see for yourself!

And rounding the circle and getting back to where we started, we can say again that if we are worthy of our profession we can all do more to have our publications fulfil their missions by making these publications personable. We can go to work, newly visioned, with heads, hearts and hands, to justify the wisdom of those who selected us for our jobs and, by bringing awakened intelligence and acumen and ingenuity into play, make name and fame for ourselves and fortunes for our house.

ADDRESSING costs can be cut down, where you have a series of mailing folders to go to the same list, by type-writing the names and addresses on gummed sheets, 8½x11 in., with as many carbon copies on similar sheets as may be required for the full series of mailings. These names and addresses may then be cut up and pasted on the mailing card or folder. One advertiser we know of has such sheets made up with little border designs for each address and perforated. The effect of the border (in red) and the typewriting (in black) is very neat. This suggestion is not practical if you have a large list, however. Large lists that you expect to circularize many times should employ addressing equipment.

MIGHTY few advertisers seem to recognize the advertising opportunity presented by their letterhead. A letterhead can carry a strong sales story in pictures alone, or, through the use of a fold-over at the top or bottom, a complete demonstration of a product may be given. Analyze your letterhead and you'll see real possibilities in it.

PLEASE don't put your direct-mail problems up to us for solution. We're a clearing-house for the direct-mail field, but we can't be a steering-house (no bovine allusion) too.

## Lessons in Letters—Number Four

By Harry M. Basford

Sooner or later in your letter writing experience you'll have to prepare an inspirational epistle for salesmen. When you come to the task you'll find it's some job. The difference between "bull" and "bully" is one letter—and it may be yours.

### PUTTING THE PEP INTO SALESMEN

**T**HIS is one of the best inspirational letters we have ever seen. It has the kind of urge that makes men go out and break records. No spineless weakling wrote this. It is full of ginger—regular Theodore Roosevelt talk.

The letter is a selling tonic to every man who reads it and the principles, so skilfully used, apply to every line of business.

### THE LETTER

1. Jim Hill said "The man who sells the United States short is a d—d fool."
2. Mr. Gentry of the San Francisco *Examiner*, in the absence of his advertising manager, and in a very important campaign, undertook to handle the selling of advertising personally; he starts out about like this: "Business is a battle—if you are in it, there should be no thought of surrender. Some men secure results if kindly encouraged; give me the man who does things in spite of H—."
3. A sales manager for a manufacturer of buggies gave to his salesmen some dope like this; it wasn't original with him, so he copied it and he used the word "buggies" instead of life insurance:  
  
"TOO EARLY TO BUY"
4. "'It is too early to buy,' that is what we hear every day. 'Out of Season' is another salesman's cry. Will you listen to some facts? Last year five of the leading Life Insurance Companies wrote

over one million each, or a grand total of half a billion dollars; of this enormous amount ninety percent was written out of season, or rather forced on sale by the agents. You could use a new \$5 hat, and I will give you one if my statements are not true and you prove it, and then apply the lesson to yourselves and sell buggies all the time as a life insurance agent sells insurance. The first ten men you meet, ask each one, 'Do you want any life insurance?' If a single one says he wants it right now, go out and buy the hat and I will pay for it. This is not wind I am giving you, but facts, porterhouse facts, cut from the backbone of experience, and broiled over the griddle of a ten years' fight over the fiercest competition, and I know it is true, for I sold life insurance for ten years and never failed to knock down the persimmons. What I want to get under your shirt is this, it is never the time to take out life insurance; it is always too early, or too late, yet billions are written every year and the same companies will write more billions next year, and why? Salesmanship, salesmanship, salesmanship. If a man can sell an article that can not be seen, tasted, smelled, worn, used, and has to die to win, and always out of season, what should a man do with a line of buggies like you have, that are needed and used every day in the year? You ought to pray every night



that all the men you are to see the next day are not ready to buy and therefore have not bought. Your sole job is to make him ready and sell him."

5. When we ask to sell futures early, we know it is early, and we know that the customers have not bought. If it was just the right time, you would have every salesman in the territory doing the same thing you are doing, selling futures, and they would get some business that you might not get. If you start in early you bring home the bacon before the other guy wakes up.

#### THE ANALYSIS

1. Here is about as striking a statement as could be used to attract instant attention at the opening of a letter.
2. Another forceful statement with a quotation that in its short, crisp phrasing is like shots from a gun. The matter is interesting enough to almost compel further reading.
3. Another illustration of forceful salesmanship, introduced in attractive form.
4. This quotation tells a story that should appeal to every salesman. The objections to buying are two of the most common ones and the writer tells how to meet them in no uncertain terms. A man is sure he is right when he offers to back his opinion with a bet. The reference to selling life insurance is cleverly switched to selling buggies, with the strongest kind of inference that buggies are easy to sell compared with insurance. The last two sentences are especially strong—good enough to

end the letter if this paragraph were not quoted.

5. This is a fitting climax. It sums up the whole subject and is designed to leave the reader in a frame of mind to go out and make new records in selling buggies. This letter is stirring, invigorating, holding up ideals to be reached by striving—just the kind of incentive many salesmen need.

#### THE APPLICATION

The purpose of a letter to agents or salesmen is to wake them up—to spur them to greater efforts, more enterprise, energy and initiative. The salesman that needs an inspirational letter must be hit hard. The ordinary letter of information, price, changes, etc., is too ordinary. The man must be aroused to an appreciation of his opportunities and possibilities. To do this is not entirely a selfish motive on the part of the employer. If a man can be stimulated to do the best work that is in him it is for his own advancement as well as his employer's profit.

This letter is a striking example of inspiring salesmen. It does not tell him what to do, in detail. He already knows what is expected of him. It is designed rather to jar him into a state of mind when he can and will go forth and conquer; with a few changes this letter would apply to selling almost any commodity because it is a letter of principles. From first to last it is full of pungent wording, striking statements. It is a success letter—not a hint of failure in it.

The arrangement leads the reader by regular steps from Jim Hill's patriotic sentence to the last words, urging the salesman to start in early and bring home the bacon before the other guy wakes up.

The principles exemplified are the driving home in the strongest possible language of a spirit of optimism, uplift, aspiration, zealous work, to conquer and do things of real moment.

## Replies That Don't Answer

By Jonathan John Buzzell

A soft answer is said to turn away wrath; but what kind of an answer is it that turns away business? Obviously, an answer that doesn't answer. This type of answer comes in for a scoring here—and deservedly.

IT is fairly easy for an advertiser to determine with considerable accuracy the cost of orders which any particular follow-up effort produces and this information is interesting and profitable. To determine the cost of orders *lost* by this same follow-up would not be so easy, but it might be even more interesting and lead more directly to the reduction of such losses.

I am of the opinion that the practice of turning all inquiries into a hopper and grinding them through the same follow-up, regardless of any possible classification or special correspondence, is altogether too common. The usual procedure is to find consolation in the theory that only a certain indefinite percentage can be sold anyway and to charge up the orders lost as "impossibilities."

Granted that there are a certain number of these "impossibilities" and curiosity seekers, I am still of the opinion that this is such a weak excuse that it will prove too thin to stand. Why not study the *negative* side of the follow-up results and by a process of reasoning and analysis find out something about this cost of orders which our follow-up failed to land? Some very useful facts with which to start this line of investigation may be found in the letters we receive in answer to inquiries which we ourselves make of advertisers—all of us do from time to time make such inquiries from various dealers and manufacturers. Where, then, do we place our orders and why? Some careful analysis right here may throw the light on our own failures and thus be the means of reducing their number and cost.

An experience which I recently had set me thinking along this line and has caused me to view the inquiry in a somewhat different light and to con-

sider it more seriously. The letters received in this instance gave me a new view of what constitutes a real answer to an inquiry. As the principles involved are, I believe, fundamental, the whole correspondence from the three dealers of whom I made my inquiry referred to should be of interest to advertisers generally. It illustrates what seems to me as a great and glaring fault in the general run of follow-up correspondence.

I had a product to advertise direct in a restricted territory and wrote to three reputable dealers in lists. My inquiry was about as follows: "Have you a list of butchers in the state of Michigan, outside of Detroit, ratings above \$3000? How many names in this list and what is the price?"

Of course I could purchase from only one of the dealers, but *which one* was very definitely decided by the replies received. Two of these concerns replied in a way that would have caused me to compile the list myself; so it cannot be said that the third, who sent a real *answer*, took the order away from them.

The letters received speak for themselves and it is easy to guess where the order was placed. Letters 1, 2 and 3 were from the same dealer. Letters 2, 4 and 5 all came the same day, one each from the three dealers. No. 1 preceded 2, 4 and 5 by two days and No. 3 followed a week later, after the order had been placed.

NO. 1

Gentlemen:—

Replying to your letter of the 18th, relative to a list of the Meat Markets in Michigan, omitting Detroit.

You state these must be rated above a reasonable amount that would assure their being good prospects for your wrapping paper department.

We advise we are having our estimating department figure the number of names we can furnish you based on a minimum rating of \$2500 and up, and expect to be able to advise you about tomorrow in detail regarding this matter.

We trust this will be satisfactory, and remain  
Yours truly,

## NO. 2

Gentlemen:—

Replying to your letter of the 18th in detail, relative to a list of the Meat Markets in Michigan, omitting Detroit.

We figure that we can furnish you, based on a rating of \$2000 and upwards, of 500 names at a cost of \$5.00.

We should be pleased to enter your order, and await your advices with interest.

Yours truly,

## NO. 3

Gentlemen:—

We are interested in learning your decision relative to furnishing a list of 500 Meat Markets in Michigan, outside the city of Detroit.

We have written you several times concerning this matter, and as yet have not heard from you in reply. We should greatly appreciate your advices as to the present status of this matter, and remain.

Yours truly,

## NO. 4

Gentlemen:—

Replying to your letter in regard to a list of Butcher and Meat Markets in Michigan outside of Detroit.

Referring to page 24, classification No. 31, of the enclosed Advertiser's Reference Book and Mailing List Catalog, you will find information pertaining to your requirements.

We can furnish 1000 Butcher and Meat Markets.... price \$4.00 (all ratings) 500 name-will cost the same price.

If you must have these names above a given rating, we can furnish you the same showing the capital rating in each case taking only concerns rated \$5000 and over, the price being as follows:

500 names.....	\$6.00
1000 names.....	7.50

An examination of our catalog will disclose many other lists of your live prospects. See pages 5-22 for National counts, and pages 23-29 for State counts.

Our lists are arranged alphabetically by State, Town and Name. And are fully covered by our guarantee as outlined in the catalog. This affords you absolute protection on each name.

These lists will enable you to concentrate your advertising on live prospects, thereby eliminating

waste circulation. We hope to be favored with your order which will have our prompt and careful attention.

Yours very truly,

## NO. 5

Gentlemen:—

In answer to your letter of the 18th inst. our list of Prominent Retail Butchers and Meat Markets representing those worth \$3000 and over, covering the State of Michigan omitting the city of Detroit, contains 460 names, furnished in type-written form, our charge for which is \$5.00.

A copy of our catalog No. 47 just issued is enclosed herewith and we would suggest that you discard the catalog No. 46 now in your possession.

We will be pleased to forward the list in question to you upon receipt of remittance.

Yours very truly,

Letter No. 5, which, of course, got the order, gave specific and definite answer to my inquiry. While it is not above criticism, as very, very few letters are, it gave the impression of understanding both what I wanted and what they had to offer. It convinced me of their accuracy and reliability. It answered the question in hand and did not ramble on with something else to confuse. It implied that I knew what I wanted. The whole matter was handled without waste of words and in a manner that any business man would appreciate.

Letter No. 1 was to my mind a wasted effort. Information regarding so simple a matter should have been available quickly enough to take care of the whole matter in the first letter. This method might inspire confidence in a case where research was obviously necessary. The second paragraph of Letter No. 2 is not entirely clear. No. 3 is decidedly not a good sales letter in tone.

The second paragraph of Letter No. 4 has a rather legal aspect. It reads like an amendment to the By-Laws, or a Supreme Court decision, or a footnote in some scientific work. I never did look up the classical reference. The letter wanders all the way through. The third paragraph tells me about something which I emphati-

cally stated I was not interested in. The fourth paragraph says that if I "must have" what I want they will indulge my whim. Then follows a paragraph in which they call attention to some big bets which I had overlooked. They did almost everything except to give a direct answer to my inquiry. The time to sell me something else was after they had sold me what I wanted. If they had given a sensible answer to my inquiry I would have read any future sales letters without prejudice. To cap the climax, about half of the last sentence of the letter was carried over to a second page—thus wasting two perfectly good letterheads instead of one.

The whole affair was forced upon my attention in such a manner that I could not help measuring up the letters side by side. As a result answers to inquiries have taken on a more serious aspect with me. I am convinced that the best laid plans of many advertising men are allowed to founder on the rocks of ill-advised answers to inquiries. The proportion of advertising which results in inquiries calling for *specific answers* is sufficiently large to warrant more care and thought than is commonly given.

Follow-ups are handled too much in masses or turned over to correspondents who neither know how to write good letters nor sufficiently understand what they are writing about and the people they are writing to.

No advertising campaign has finished its work until the transaction has been completed between the advertiser and the customer. Any advertising campaign which does not make provisions for this completion of the transaction is itself incomplete.

When you come into contact with the purchaser by correspondence then comes the test of the complete campaign and the follow-up makes or breaks the sale. The "aiming at the masses" method belongs with the "shot-gun" prescription of the old time physi-

cian. The modern advertising man and the modern physician both put more time into *diagnosis* and follow this with individual treatment of cases. Handling the inquiries, the final link in an advertising campaign, has probably spelled failure more often than any other factor. The advertisement often makes the sale and then the rottenness of the follow-up kills it.

The importance of his work is one of the first lessons in letter writing which a correspondent should learn. The success of any advertising manager and the campaigns he prepares do not wholly depend upon his own personal ability. He is in the hands of other men to some extent and they must do their part effectually. When you start out to make new customers or to get more business from old ones—no matter whether you are selling figs or flying machines—you must make your campaign through a human chain. The strength of that chain is measured in exactly the same way that the strength of a steel chain is measured. These links go all the way from the advertising and sales manager down through department assistants, advertising agency and finally to the road salesmen and correspondents. Sometimes the jobber, the retailer and his salespeople are included. One of the most neglected links in this sales chain is the correspondent—and good correspondents never happen.

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If you'll do your dictating so that the transcribed letters can be signed and mailed at noon you'll receive the blessing of your local postoffice. The five o'clock mail is the heavy mail of the day. A more even distribution of out-going mail can be made if you'll just co-operate.

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THIS issue of THE MAILBAG is a real buyer's guide for those who are in the market for the latest and best in equipment and service. If you neglect to go through the advertising pages you'll miss real pointers.

## Direct Malefactors I Have Met

By Frederick C. Kuhn

If you've read Mr. Kuhn's articles in March and April issues, you'll read this with the same keen delight. He has the happy faculty of satirizing advertising frailties so that, while the barb wounds, no poison is extracted. You'll enjoy this session with him.

FIRST there was the Gay Young Dog. He pranced exultantly from out my morning's mail, licking my whiskers with globbery tongue, and then, minus the usual introductory formalities, sportively chanted: "Wake up, old boy! Your present systems are antiquated—stale as Stilton; vapid as Vichy. Sneeze the cobwebs from your cerebellum and hop onto the decorated band wagon."

And then he told with glowing guff how many Sneezelepup Superbs were used in the remaining royal households of Europe. "Don't let the Kink of Saxaphone slip one over on you, old top! Clip the cutey coupon, gum it to a bashful bone, and we'll do the dirty work!"

Of course, I quote from memory, for that morn the dentist had done a little plain and fancy excavating among the ruins of my pet molar... So, I shoved the puppy into the wire-girt kennel at my desk side.

I forget what he was selling. Perhaps it was a new brand of filing system. Or maybe, monogrammed cigarettes.

Presently came the Pickle Man. Pickles no doubt play a vital part in the cosmic scheme. Yet even that is no excuse for a frowny-typed announcement of the fact—with carriage all askew and rusty ribbon which necessitated readjustment of my bifocals. Curiously, he was attempting to put across what your professional ad. man calls a "quality appeal."

"Perkins' Gherkins are made from choicest baby cucumbers, juicy and tender, packed with scrupulous care," the letter told me, as eyes wandered to the penuriously printed stationery with its atrocious cut of a dozen rampant cauliflowers cavorting madly around

the border... And doubt and disbelief—like the ashen hand of fear—came upon me.

The manicured fingers of college-bred packers may have been encased in spotless white gauntlets. But the careless stenographer had incongruously left her clumsy bertillon on the snowy margin.

Perhaps, too, had there been fewer stuffers enclosed, and the excess postage fully prepaid, I would have been in a more receptive mood... That evening as the Lady was making out her tomorrow's marketing list, I peeked over her shoulder.

"That's right," I sagely commented, "Stick to Heinz!"

The Man Who Told Stories was next to invade my sanctum via the 3-cent postage route.

Some were rather funny, and having neglected to clip them when they originally appeared in Puck, I did so now... Such bits come in handy when preparing a speech to be delivered before the local ad. club or the manicurists' union. So at least parts of his letter were preserved in my capacious scrap book.

Perhaps the writer may have been some beneficent altruist bent on gingering up the tired business man. And I believe I really would have bought some of his stuff—from sheer gratitude—had not I hastily reached for my office scissors the moment I recovered from my convulsion of laughter.

I am one of those strange mortals who dearly loathe to lament. Some people of course—and eminently respectable people, too—enjoy a hearty weep. But to me it is excruciatingly abhorrent.

So when the Sob Sister arrived, I accorded her scant courtesy.

For long I had known that conditions in Mozambique were disgraceful—that the misguided aborigines persisted in serving their ma-in-laws *en casserole*. But just why I had been chosen to supply them with mouth-organs and shaving mirrors I could not determine.

There was enough uplift to be done right in my own back yard.

It was a cause indorsed by all the *very best* club members, Rev. Mrs. Murglethorpe succinctly stated. To me, however, that was no excuse for turning on the sob springs of my emotions, so my unwilling tears obliterated the paper before me.

Poor benighted 'eathens may be all right in proper place, but I was thinking of our first-class fightin' men somewhere in Flanders as I promptly mailed a past-due donation to the Red Cross.

Ground Hog Day past, I keep an eagle eye peeled for the Poet of the Mailsack. To me he is a harbinger of spring no less infallible than robin red-breast.

*Pots and pans and candlesticks fine—  
Bumpstead's I. X. L. Polish will  
make 'em shine,*

he rimes in stuttering meter—some times as an *apertif* but often as not throughout a half dozen dizzy stanzas. Occasionally it is an amateurish parody of Kipling's "IF" or "The Shooting of Dan McGrew." I have even been invited to drool through a burlesque on Gray's "Elegy" to learn the merits of a gasoline engine! Probably the president had literary ambitions which needed an outlet—so what better than the firm's form letters?

And yet they tell us Edgar Allen Poe got \$17.00 for "The Raven," and it took Ella Wheeler ten weary years to break into ten point!

A little slow music, Prof. Turn on the ultra-violet spot while the Gum

Shoe Man lula-fadas across the axminster.

But he does not come to rob. Gracious, how crude!

He comes to *give*—the greatest, grandest, splendiferest chance in your saccharine existence. Why slave from morn 'til noon at a beggar's pittance, when for the absurdly insignificant sum of \$112, payable a dollar down, you can become a Capitalist?

Aren't you wise, you feeble muskellunge, that's how Johndee made his debut?

They have already decided to build a factory, selected the calomine color for the office walls and will have a red-headed steno. called Agnes.

Stock goes up to \$172 on the fifteenth! Hurry, hurry, hurry!

Gee, I'm glad I'm broke.

WHAT is your ratio of sales to mailing list? In some businesses it has been found that for every five names on the follow-up one sale will result. Others get this figure lower, and there are cases where it is higher. The main fact is this—once having established the proper ratio you can figure your possibilities with accuracy. Now then, what does it all mean to you?

WE'VE said it over and over again—and we expect to say it many times more—"The success of any direct-mail campaign is grounded upon two things: First, there must be a good mailing list; Second, it must be followed up persistently." Beyond that there is nothing to be said; if you have the ability to sell goods in person then you can also sell them by mail.

Do you have any misgivings over the way the prospects do not "Send in the enclosed post card at once"? Here's a tip—put a smile into it, a little thumb-nail sketch, a cartoon, something that suggests the return in a good humored manner. Often a little twist of that sort means the difference between "fair" and "good."

# The MAILBAG

*A Journal of  
Direct-Mail  
Advertising*

Mailbag Publishing Company  
Publishers

Office: 1800 East Fortieth St.,  
Cleveland, Ohio. Tim Thrift, Presi-  
dent and General Manager. Wm. C.  
Dunlap, Secretary and Treasurer.  
W. B. Conant, Western Manager,  
348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price,  
\$1.00 a year. Ten cents a copy.  
Advertising rates upon application.



TIM THRIFT, EDITOR

May, 1918

Vol. 2 No. 2

**H**ERE'S a honeyed confection Uncle Samuel brought to my desk several weeks ago. I reprint it for you because it is an interesting specimen.

"I can't subscribe to THE MAILBAG because I don't think it is worth \$1.00 a year.

"If you want me on your list, if you want me to remove the asbestos from my currency, you've got to show me.

"I understand that Tim Thrift is a wonderful mail-order salesman. Now let's see him get my dollar."

Dear, spendthrift friend, I don't want your dollar. If you've seen a copy of THE MAILBAG—and I know you have—and read it—and despite this "don't think it is worth \$1.00 a year"—then all we have between us is a difference of opinion regarding the merit of a particular product.

But to predicate upon such a slight point of contact that I should spend considerable time, thought and money to change your mind is to set a value upon your opinion in my estimation that can call for but one reply—"I don't think it is worth \$1.00."

If I am "a wonderful mail-order salesman," as you understand, then you should let that same understanding do a little overtime work, for it will lead you to the sensible conclusion that the amount of mail-order salesmanship that can be put upon a dollar sale is practically nil.

You see, my spendthrift and prodigal friend, the field of those who are so intelligently foolish as to believe that THE MAILBAG might be able to give them a dollar's worth of information in direct-mail work they do not now possess, is so large that in this case the Biblical application does not apply—the ninety-and-nine in the fold are of more consideration than the stray lamb.

Moreover, I have a great fear that once I had removed the asbestos from your dollar it would be so hot that it would burn a hole in my pocket.

As every business man knows, through every-day experience, postal conditions are far from ideal. Publications of all kinds are having distribution difficulties. It is nothing unusual for me to receive magazines anywhere from one to three weeks after publication.

These are war conditions—to be borne with cheerfulness—and we must learn to expect and accept them.

When THE MAILBAG does not get to you promptly, please bear with us. If you're a subscriber, your copy was mailed between the fifth and tenth of the month. From the time the mail sacks leave our hands we can't do much except pray.

If the month passes, however, and still your copy has not arrived, advise us and we will gladly send you another. We hold a reserve supply for thirty

days for this purpose, for we want every subscriber to have his file complete.

But, before you do write us, make sure that THE MAILBAG has not been received. We're not suspicious folks, but investigation has proven many times that the magazine was received and that someone else "went south" with it.

If an office boy, or a clerk, or a stenographer, or any other ambitious employee with a penchant for direct-mail advertising, is intercepting your MAILBAG, don't censure him or her for grabbing off a good thing, but keep everybody happy and satisfied by subscribing for them too.

HERE'S a gem a friend removed from its setting in a monthly magazine published in the East and passed along to me. It bears the heading, "A Treatment for the Man Who Owes You Money."

Try this treatment for the man who owes you money and who either cannot or will not pay it:

Every night before you go to sleep sit down and write out very carefully the following letter to him:

*My dear Mr. ....: God is working in you to make you and your work a wonderful success. God is your wisdom, your will, your power of originating new ideas and of making your business or work pay. God in you is working to will and to express great and growing success. You are wise and you are generous, you are eager to make your business pay every one who is in it or connected with it in any way; the more you can make it pay us the happier and more successful you are. You love to send us our money. You want to send me my money NOW. I rejoice in your success, I rejoice in your generosity, I thank you for the money that YOU ARE SENDING TO ME NOW. With all Faith and Good Will, Your Friend (your name signed.)*

After you have written that letter put it under your pillow and sleep on it. The next morning destroy it. And the next night write it again.

Keep on writing the letter to the man every night, destroying it in the morning. Tell nobody about it. In due time you will come to believe and feel the Truth of His Being, which is in that letter, and your Good Will and Faith will move the man to act according to divine truth.

If you follow this practice faithfully there may soon come a time when you can think exactly what to say in a real letter to be sent to the man. Do not send the letter until the spirit of love and truth and faith, the spirit of God, gives you the right thing to say. Spirit is mightier than the letter.

You see, you must find a new point of view, a new faith in God, before you can move that man. And this letter, if faithfully practiced, will work in you that new view that will enable you to quicken his soul.

The letter will reach him in spirit every time you write it over; it will reach his soul in such a way that there will be no resistance to the idea.

If you sent the letter by mail now, it would accomplish nothing. But when your own viewpoint is the right one, then God in you will give you the right message to send to him by letter, if a real letter is needed.

In the meantime, every time you write this letter you will reach his soul with the TRUTH, that success is his, that the greatest joy in the world is the joy of giving to others all that is their due and more. You will wake in him the want to that will eventually result in his acting accordingly.

When the money comes don't forget to thank God.

Without any intention to be or seem sacrilegious, it seems to me that if you were to follow this advice, the concluding paragraph, with the emphasis on the last two words, would be a fit summary of the experience.

**Your Prospective Customers**

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

**Strengthen Your Advertising Literature**  
Our Advertising Counsel and Sales Promotion Service will improve your plan and copy, insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation, no obligation.

**Ross-Gould**  
Mailing  
**Lists St. Louis**

## WANTED

Salesman with advertising experience to sell folders, catalogs, etc., for form specializing in direct-mail advertising literature. Salary and expenses. Address:

**THE CANTON ENGRAVING  
& ELECTROTYPE COMPANY**  
CANTON, OHIO



# How Good Are Your Letters?

What percentage of sales do they get? Would you like to compare them with others that have accomplished very exceptional results? Would you like to compare their style, their strategy, their humaneness, their net results?

We have gathered together and reproduced in a little book some thirty sales letters that got right under the hides of the prospects they went to. They sold unusual quantities of goods at unusually low cost. We have not only reproduced the letters, word for word, but we also give the names of the concerns who sent them out, their lines of business, the selling conditions which had to be met, the total cost of the letters and the total business they got.

These letters are perhaps not so good in style as those you write. They may not be so finely phrased. They may not show so clear a grasp of psychology. But—they landed the orders, and that's what letters are for.

It is to our interest that all selling letters, as well as other direct-mail advertising, be as effective as possible. The stronger such advertising is made the more Multigraphs we'll sell. We are serving our own best interests by giving these letters as wide circulation as possible. That's why we have published this book and why we are willing to send it **WITHOUT CHARGE** to anyone interested.



## This Book Free

There are no strings to our offer. There is no charge and no obligation. You will not only be glad to read and study the letters in this book but you will also be glad to keep it on your desk for daily reference. We will send it to you immediately on receipt of the coupon.

**THE AMERICAN MULTIGRAPH SALES CO.**  
1822 E. 40th St. Cleveland, Ohio

**The American Multigraph Sales Co.**  
1822 E. 40th St., Cleveland, Ohio

Please send me your book, *FOLLOW-UP LETTERS*, without charge.

Name

Official Position

Firm

Street Address

Town  State

Please mention **THE MAILBAG** when answering advertisements. Thank you.



### Some of our load lifters—

*Designing  
Photo, Wood and Wax  
Engravings  
Typesetting  
Electrotypes  
Signature Device Plates  
Milled Linotype Slugs  
Patented Logotypes  
Large Display Type  
for the Multigraph*

Check your needs  
on this coupon  
and mail at once

Please send us the following  
(Check items wanted).

Electrotype Scale .....

Price List.....Specimen Book.....

Prices on Designing ...Engraving ...

Typesetting.....Electrotyping.....  
(Enclose copy or sketches with this)

Name .....

Address .....

## Let us help you with that load

**W**e offer you our experience in three fields—Engraving, Advertising and Selling. We are well versed in all three from the direct-mail advertiser's viewpoint. Our service really *serves*.

*Your direct-mail advertising is being called upon to do tasks that until a year ago were considered salesmen's jobs. The need was never greater for direct-mail work with real personality and sales punch.*

Your copy, art work and plan all depend upon the engraver for their success. We're accustomed to that responsibility—it has made us what we are. Your ideas are safe in our keeping; you can be sure of their proper translation into get-the-order printed matter.

You will be pleased with our prices, too. Get our quotations on **Designing; Photo, Wood and Wax Engravings, Typesetting and Electrotypes.**

We are the original manufacturers of printing plates for the Multigraph, and make a specialty of **Signature Device Plates, Milled Linotype Slugs, and patented Logotypes** for all plates to fit the Segmental Drum.

We are also the sole producers of fonts of 24 pt. to 72 pt. Display Type for the Multigraph. Sorts and larger sizes to order.

## Progressive Electrotyping Co.

The Modern Completely Equipped Plant  
125-129 South Eleventh St.  
St. Louis, Mo.

Please mention **THE MAILBAG** when answering advertisements. Thank you.

17 1918

# *The* MAILBAG

*A Journal of  
Direct Mail  
Advertising*



JUNE  
VOL. II



1918  
NO. III

# Advertising Men Must Fill the Gaps

The advertising men of America have a more important function to perform in the months ahead than they have ever had in the history of business. They form a great Reserve in the commercial and industrial army. And they must *fill the gaps* that have been made and *will be made* by war in every selling force throughout the country.

On advertising men devolves the work of making it easier for those salesmen that are left and for salesmen less experienced now replacing others gone, to get the orders that *must be had* to keep the smoke still belching forth from factory chimneys.

Advertising, and especially *Direct Mail Advertising*, must be used in greatly increased volume to do far more of the selling job than ever before, to prepare the minds of men for the salesman's call, to do all the preparatory and educational work so that every salesman can make two calls and get *TWO ORDERS* for every one he got before.

For getting out this increased volume of Direct Mail Advertising the Multigraph is almost indispensable. For it cuts the actual printing cost of every printing job on which you use it anywhere from 25 to 75%. The savings to its users run from hundreds up to thousands of dollars every year. It will handle any ordinary printing job that doesn't require a larger sheet than 9x15 inches. Not only does it save your money but it also gives you *SPEED* and *PRIVACY*, but those are other stories. *SEND IN THE COUPON* and we'll give you all the details.

***You Can't Buy a Multigraph Unless You Need It***

THE MULTIGRAPH  
1822 E. 40th St., Cleveland, Ohio

I want to know more about filling the gaps.  
Send me full information.

Our Line is \_\_\_\_\_

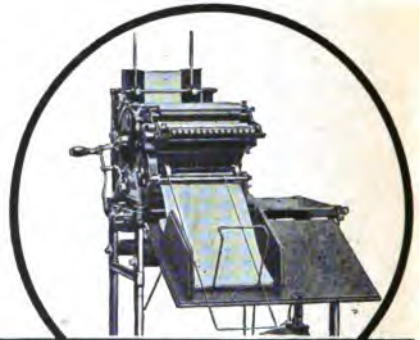
Name \_\_\_\_\_

Official Position \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_



## Get a **MULTIGRAPH**

[Please mention THE MAILBAG when answering advertisements. Thank you.]

# The MAILBAG

*A Journal of Direct-Mail Advertising*

Edited by Tim Thrift

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Vol. 2

June, 1918

No. 3

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## A Direct-Mail Campaign That Secured 6,815 New Dealers in Ninety Days

By Charles A. Bonniwell

*Director of Advertising, Wm. J. Moxley, Inc., Chicago*

This story, with its complete detail, should be an inspiration to advertising managers who want to get and keep new dealers. With the illustrations, it is a complete history of a campaign that was very cleverly worked out and executed

THERE is no greater fallacy in the business world today than that of securing new business at the expense of what one already has. Many otherwise capable executives overlook the fact that getting a new account is one thing and retaining it is quite another.

Most business men are so obsessed with their own proposition, they entirely overlook the importance of really selling the dealer, and keeping him sold, not merely shipping him an order. There is just one way to do this and at the same time secure the dealer's hearty co-operation and that is by making the proposition interesting and profitable to him.

With the foregoing facts as sign posts, the plans necessary to retain all the business on the books as well as to secure a large number of new accounts, were formulated. So wonderfully successful were they, the mortality of old accounts was reduced to a minimum and 6,815 new accounts added in a period covering ninety days.

The first step was an exhaustive investigation of conditions existing in key zones and checking of information secured against data collated from salesmen's reports. The country was divided into sales zones and a careful analysis of the individual requirements of the jobber, dealer and

consumer completed. An arbitrary division was made of cities of 50,000 population and over and cities of 10,000 and over and 10,000 and under. A further sub-division was made of strictly manufacturing and agricultural districts.

In covering the territory, special emphasis and consideration was placed on the essential indicated, that is, the jobber was interrogated from the standpoint of a jobbing connection, the dealer from the standpoint of consumer's acceptance and the consumer from the standpoint of the dealer and jobber.

Investigation among the jobbers, as well as the jobbers' salesmen, elicited the fact the jobber had to spend too much time in promoting the products to the prospective dealer. As the result of this, but very few of the jobbers' salesmen devoted much time to any new proposition. Where he did and succeeded in selling the dealer, he secured but a luke-warm interest from him. The dealer in turn put the burden up to the manufacturer, claiming it was not his province to create the demand.

Apparently there was but one remedy, a plan sufficiently comprehensive to cover completely these conditions. Test-outs in selected territories were made on the jobber, dealer and consumer and the result was the

formulation of a Direct Advertising Campaign. This enabled the jobber to greatly augment the volume of his business through lessened sales resistance on the part of the dealer.

The dealer's active co-operation was secured by creating a real consumer demand on his individual store and the consumer as thoroughly sold in advance of an actual trial of the goods.

The complete plan may be summarized as follows:

#### THREE DEALER BROADSIDES

1. "Will You Help Us Answer This Important question?"

2. A Profitable Partnership

3. ...and then he dictated this letter.

#### FOUR NEW ACCOUNTANT LETTERS

1. From the Director of Sales.

2. From the President of the Company.

3. From the Director of Advertising.

4. From the Manager of Production.

#### THREE DEALER TO CONSUMER LETTERS

1. Featuring Food Value and Recipes.

2. Dealer's recommendation and special stress on wholesomeness.

3. Dealer's argument for customers to try and his guarantee.

The series of broadsides mailed to the dealer were 14 x 21 inches in size, attractively printed in two colors, from illustrations made from photographs posed by live models. The broadsides folded three times to a convenient 10½x4¼-inch size so as to mail without crushing or tearing.

As an attention getter, the No. 1 broadside approached the dealer from a basis of asking his advice, "Will You Help Us Answer This Important Question?" with the manufacturer looking directly at him, piqued his curiosity and compelled his opening it. Upon opening the broadside, the first thing he saw was, "Shall we advertise in the big magazines or spend the money with you?"

Unquestionably, this idea of spending the money with him, was novel to say the least and for this reason he wanted to learn how and of a rebate or some other special method of sales-stimulus when it would directly benefit him. As a glance at the broadside will

show, the work was localized. All the advertising was focused on the dealer's store, so that he would directly benefit by it, rather than in an indirect way as is the case through the general mediums of national magazines, newspapers and billboards.

Three illustrated letters were featured in miniature on the first page and to the left of each letter was explanatory copy of how the letters were handled. The fact was driven home that this series of three beautifully illustrated letters would be mailed absolutely free at no expense to him, to a list of customers he was to furnish.

As will be explained further on, each letter was carefully filled in with the consumer's name and signed with the dealer's name in pen and ink, in order to carry out that intimate, personal touch, so essential to successful results in direct advertising.

Copy on this first page also featured the general advertising and wonderful advertising matter the company was willing to furnish the prospective dealer. His attention was called to the illustrations appearing on the inside pages, and the number of requests stipulating the advertising matter desired, was a sure indication of the dealer's appreciation and his willingness to use the material he believed best suited to his requirements.

The illustrations on the inside page, in addition to the consumer series of letters, featured a complete line of advertising matter the manufacturer was willing to furnish the dealer absolutely free. Among these was a series of six ads of sales-compelling value, each one mortised so the dealer could place his own signature therein when used in the local papers. Large dummy display cartons, 11x18 inches in two colors; original recipe books, and souvenir bill books. An unusually attractive and exceptionally clever window trim, incorporating an entirely new idea for promoting the sale of margarine, consisting of six pieces in five colors. Reproductions of posters





which were running at that time; window transfers that secure attention as a guide to better business, done in five colors, in a size 5x8; decorative pennants, 10½x28 inches, printed in four colors; distinctive and snappy dangles, lithographed on 3-ply stock, both sides, in five colors, die cut—size 8x11; large signs 27½x45½ in three colors, movie slides; attractive attention-compelling, sales-producing window cut-outs, lithographed in eight colors and die cut, size over-all 37x45; cut-outs of strikingly original design, and an article any progressive dealer was glad to get and place in his window.

Last but not least, the margarine booklet, entitled, "Betty's Honeymoon Diary." This booklet was a unique representation of Moxley's Margarine and was certain to hold the fair one's attention until completed; with superb illustrations and the cover a three-color design and considered by the trade a margarine classic.

At the center of the bottom, this page was mortised so the jobber's name could be imprinted therein. This was done in every instance where the broadsides were sent out into a jobber's territory. In addition to this, a return post card was enclosed addressed directly to him. Investigation conclusively demonstrated that where the local jobber's name was given, the response was far greater than where the post card was directed to the manufacturer. While this made it much more difficult to check up returns, they were so much greater when worked on this basis as against sending them direct to the headquarters, the plan was used entirely throughout the campaign.

The No. 2 broadside were identically the same in size and shape as the No. 1 and approached the dealer from the standpoint of a profitable partnership. On the address side was a snappy illustration of the manufacturer talking to a progressive looking dealer, explaining the proposition to him. In working out the copy, the manufacturer was kept more or less in the back-

ground, it being assumed the dealer was perfectly familiar with the product. The advantage of this was in appealing to the dealer's selfish instincts. He was approached from the standpoint of what he was interested in and not on the amount of business he could do, unless the profit was adequate. Emphasis was made on the profit he could make on his investment and the number of turnovers and repeat business he could build by selling the line.

A careful consideration was given to local conditions, as well as suggestions offered by the Government in connection with the use of food products. In this way an appeal to the dealer was made not only from his own selfish view-point of interest, but that of gaining for himself an adequate profit, while at the same time assisting the Government plans of conservation.

In this as well as the first broadside, particular stress was laid on the facts that by local publicity in going into the homes of his customers with attractive sales literature, his store was the one that we wanted to advertise and in this way enable him to make the maximum margin of profit. Special stress was laid on the fact he would get the full benefit of the advertising, greater prestige, increased profits, and new customers as well. In this broadside, his attention was then called to the three illustrated letters, which were shown again on the inside pages along with a number of views of the churnery. At the bottom of this page, the distributor's name and address appeared.

On the inside pages, two display lines were used, one at the top reading, "These letters to your customers will sell Moxley's," and at the bottom of the page, "This modern churnery is their guarantee of satisfaction." As in the previous broadside, the housewife letters were featured in the center of the page, the inside of the No. 1 and the two and three grouped on either side. Around these letters artistically arranged was a series of fourteen views



[illegible]

of the churning, showing every process in the churning of the margarine from the receipt of the milk to the shipment of the goods. Under each illustration appeared a synopsis of the methods used in manufacturing in that particular department, which gave the prospective buyer a very clear and definite insight into the methods of churning Moxley's Margarine. On this page space was provided for the imprinting of the distributor's name and address. The return post card tipped in, was keyed to assist in checking the returns.

That the right key note was struck in this campaign was evidenced by the returns on the No. 2, exceeding that of the No. 1. This is accounted for by the fact that the illustrations visualized for the dealer the wonderful sanitary manner in which the product was churned. This enabled the dealer to give his customers his unqualified endorsement of the product as to its purity and wholesomeness, and in this way overcome a great deal of the prejudice which existed.

The No. 3 broadside was the same size as Nos. 1 and 2 with the caption, "—and then he dictated this letter."

In this broadside, the outside view-point was cleverly worked in and a letter was reproduced from a dealer's customer to the manufacturer, taking up the advantages to the average dealer in the handling of the product. He suggested the product and the proposition were so good that the manufacturer would not be taking any risk or any chance in allowing the dealer to purchase the product on an unreserved guaranteed sale.

On the first inside fold, the copy called attention to the letter, and in order to give it a personal touch, the heading, "Do you feel the same way," was utilized. Here the idea was worked in that a disinterested dealer had an entirely new view-point and the thought was carried out that perhaps the average dealer felt the same way

Mr. Brown, the writer of the letter, did.

Mr. Brown's idea was to offer to send a trial shipment of the margarine and mail a series of three sales letters to the customers of the dealer, then if there was any doubt in the mind of the dealer that he couldn't sell the product, the balance of the shipment would be taken back by the manufacturer, without any expense or obligation to the dealer.

Briefly, the manufacturer was to absolutely guarantee not only the quality but the actual sale of the product. This made it extremely easy for the dealer to take advantage of the opportunity to give the product a fair and impartial trial in his store and at the same time get some valuable advertising to his customers free.

The copy on this first page closed with clearing up the "Dealer to Consumer" letter, telling the dealer that these letters would be sent without cost to him, to the list of names that he would furnish, each letter to be signed with pen and ink with his name and the name of his customer filled in to match the body of the letter.

The illustration on the inside spread of the No. 3 broadside was an unusually strong and clever reproduction of a photograph posed by a live model, representing the manufacturer pointing to a case of the product and holding the series of the three consumer letters in the other hand. The full width heading, "We'll guarantee the sale of a 36-lb. case of Moxley's Margarine, and mail free of charge these illustrated letters to your customer," was bound to secure and hold the interest of every dealer on the list. The name of the local jobber at the bottom of the page, gave added weight to the guarantee, as it proved to the dealer the proposition was offered and backed up not only by the manufacturer, but by the local jobber as well, who was well known to him and with whom he had been accustomed to do business.



The copy below the heading was short, brief and to the point, as it covered the proposition and the manufacturer's unusual offer in a clear, concise manner and in a style that would hold the interest and gain the complete confidence of the dealer.

It was pointed out to the dealer that the series of three consumer letters were written from his standpoint, just as he would talk to his customers. He was told the illustrations were by a noted artists, the printing and paper stock was of the best and the series of letters exactly the kind of advertising the dealer would like to prepare and send out for himself had he the time. It was pointed out the dealer received the full benefit of the advertising, because the letter would bring people directly back to his store. He was told he would be proud to have the letters mailed over his signature and the profitable returns would demonstrate beyond a doubt the product of the manufacturer was a trade builder for him. A return post card was enclosed so the dealer could order his case of Moxley's and begin cashing in on the profitable business developed, immediately.

The broadside closed with a statement the manufacturer stood back of every pound of his product and that the dealer takes absolutely no risk in any way in accepting the unusually generous proposition offered by the manufacturer.

Splendid returns began to show shortly after the mailing of the first broadside and reached the peak about two weeks after the mailing of the third piece. The jobbers' salesmen as well as those of the manufacturer, secured phenomenal results. Every man had been thoroughly sold on the plan and their enthusiasm was irresistible.

Having secured the new account, the next thing was to maintain the dealer's interest and retain it. A study of the facts brought forth by the investigation conducted, evidenced a number of

very surprising things. Many dealers had purchased margarine and then promptly forgot about it. When the goods arrived, they placed them in some point convenient to themselves, with an utter disregard of the elements of display. Unlike many other goods, such as canned articles and other food products, the margarine did not lend itself readily to attractive display. In addition, the quality of the product was superfine and like fancy creamery butter, would readily absorb any foreign odor.

Customers had complained about the goods having a peculiar taste, etc., and the field investigation showed the dealer would place the margarine near cheese, fruits and other things with an odor. The net result was a dissatisfied customer with the dealer condemning the manufacturer's product.

These and many similar things were evident, so in order to have him handle the goods in such a way as to eliminate the possibility of their becoming contaminated, a series of letters termed, "New Account Letters," was devised. These letters were sent out at stated intervals immediately upon receipt of the dealer's original order.

The No. 1 letter was written on the regular stationery of the company with a sub-heading entitled, "Office of Director of Sales." It was carefully processed and the dealer's name filled in to match the body of the letter. Each letter was signed in ink by the Director of Sales. In this letter as well as the subsequent ones, the dealer was the first consideration and the letter so worded as to secure his active co-operation over a period of some three or four weeks after which the demand created did the rest. Where the manufacturer was successful in doing it for this length of time, the continued sale of his product was assured.

The opening paragraph told the dealer his initial order had had careful attention, was keenly appreciated and that his trade would be delighted with



it, etc. Through the body of the letter was featured the fact it was not the policy of the company to place the goods in the dealer's store and then forget him. That he, the dealer, was a man of a great deal of importance to the company and now that he had Moxley's in stock, the company would get behind him and help him develop his business to the fullest extent. The interest of the manufacturer in the dealer was further evidenced by his stating that the problems of the dealer were the manufacturer's problems and their long manufacturing experience gave them an inexhaustible mine of information to draw on.

In the third paragraph was a logical reason why the Director of Advertising should write. The Director of Sales took the position that in order to assist the dealer in developing his margarine business, he would instruct the Director of Advertising to write him and explain Moxley's method of co-operation. In this letter a postscript was added calling especial attention to the dealer's and consumer's letters, because upon this depended the success of the dealer's efforts.

With the No. 1 New Account Letter that is, the letter from the Director of Sales, was included a mailing list to facilitate the dealer sending in a list of 60 names of his customers. Immediately upon receipt of this list, the consumer series of letters went forward.

Two days after the Director of Sales' letter had gone forward, one followed from the President of the company. The President's personal stationery was used, which was of a baronial style with embossed heading. This letter, like its predecessor was carefully filled in with the dealer's name and address and signed by the President of the company.

In order to give to the dealer the reason for the President's writing him, the opening paragraph brought forth the fact that at a conference in the morning, the Director of Sales had called his attention to the fact of a new

dealer who had pinned his trade on Moxley's Quality. In this letter the President expresses his gratification at having a progressive dealer, like him, stock the goods and emphasizes the fact that it is a matter of personal pride for him to maintain the high standard of quality set by his father over thirty-six years ago.

So the dealer will appreciate how this quality is secured and maintained, he states in the third paragraph he is going to ask his Manager of Production to write him later. This makes a logical reason for the fourth letter. As a clincher Mr. Moxley brings forth the fact that every employee in the company from himself down, uses Moxley's exclusively and this he believes is the supreme test of confidence in his own product. As in the No. 1 letter, in the postscript, the dealer and consumer letter is again brought forward as proving wonderfully effective.

As will be recalled, in the first letter the Director of Sales said he was going to request the Director of Advertising to write the dealer in connection with the advertising campaign. Therefore, one week after the President's letter has been mailed, a letter goes forward from the Director of Advertising. He takes the position, however, that his plans are so broad in scope that it is impossible to give more than a brief resume of what they have in mind and in order that the dealer may properly visualize what they are willing to do for him, he suggests that he study the illustrations appearing on the inside page of this four-page letter.

The letterhead used is of the four-page type done in two colors, and in the upper left hand corner shows the "Office of Director of Advertising." The balance of the letterhead is a reproduction similar to the regular stationery of the company. This letter like its predecessor, had the dealer's name and address filled in properly, and was signed in pen and ink by the Director of Advertising.

In the body of this letter, the

"Dealer to Consumer" letter is again featured. Particular attention is called to the fact, next to getting into personal touch with one's trade, there is no better way than personal letters. In addition to this, emphasis is laid on the importance of displaying the advertising matter, in view of the fact the letters are being mailed out to his customers. This creates a point of contact between the consumer and dealer that enables him to cash in effectively on the publicity. The "free of all expense" to the dealer is again emphasized and that the manufacturer bears every penny of expense in connection with the dealer's list, the advertising matter, and other forms of co-operation he is willing to extend. The inside pages of the broadside are reproductions similar to that appearing in the No. 1 broadside. This is done in two colors, though the arrangement of the material is a trifle different.

The No. 4 is a four-page letter in two colors. In the upper left hand corner appears a reproduction of the "Office of the Manager of Production" showing the bacteriologist studying a test tube. This letter is, of course, filled in carefully with the dealer's name and address and signed with the name of the Manager of Production.

To refresh the dealer's memory the opening paragraph of this letter states that he, the Manager of Production, is writing at Mr. Moxley's suggestion. He says, in fact, Mr. Moxley requested him the other day to tell of the wonderful quality and uniformity of the margarine having been sustained. Naturally he takes the position that that is a pretty stiff job, and there are so many things to write about, it is hard to tell where to start. He comes to the conclusion the best plan is to give the dealer what might be termed a "movie visit" through the factory. He therefore, has reproduced on the inside pages, views illustrating the manufacturing methods similar to that appearing in the No. 2 broadside.

As a pat on the back for the dealer,

he says he is sure that he, the dealer, knows Moxley's Margarine is a perfect unity of pure, wholesome material, etc., though as a matter of fact, investigation proved there are very few dealers that have more than a rudimentary knowledge of what is actually contained in the margarine. Emphasis is laid on the fact that his ability to retain his position is dependent solely upon his maintaining the high standard of quality goods set thirty-six years ago. The inside page of this four-page letter is gotten up in two colors, the illustrations appearing therein giving a wonderfully pleasing appearance and impressive effect.

The New Account series of letters brought lists of names of customers from dealers that no amount or persuasion on the part of the salesman, could secure. The real problem was to get the dealer to limit his list to bona-fide customers and non-users of margarine. Carefully checked returns proved that where he didn't, very poor results were secured and where he did, a most satisfactory increase in his margarine business resulted.

The series of three Consumer letters were very carefully prepared in a manner that would appeal to the average housewife. The letters were written in an intimate personal style, such as would be employed by the average dealer in talking to his customer. The name of the manufacturer was kept in the background so as to secure full value of the dealer's prestige and good will.

The No. 1 letter was mailed in a No. 9 penny saver envelope, the envelope being cleverly illustrated in a manner that would appeal to the average woman. This illustration did not have any bearing of the letter itself, except in an indirect way.

The letter was four-page in style, attractively printed in two colors on a folding enamel stock. Instead of the regulation letter head, an unusually attractive illustration was used, showing a view of the kitchen, with a maid



preparing service at a tea wagon, and a partial view of the dining room with guests in the background. The maid is shown serving the margarine.

Each letter was headed "Dear Mrs. Brown, etc.," as the case might be, and the name was carefully filled in to march the body of the letter. Each letter was signed in longhand in ink with the name of the dealer so that the appearance of the personal message from the dealer to his customer was carried out in every detail.

The object of the letter was to get the housewife to try at least one pound of Moxley's, and the dealer goes on to tell of his surprise at the constantly increasing sales of Moxley's, and the fact that many of his best customers are now using it exclusively.

On the inside spread is an attractive illustration in two colors of a serving maid holding a package of the product. The idea back of the copy in this spread, was to take advantage of the important subject of food conservation. The heading showed that 1 pound of Moxley's Margarine equaled 4 pounds of round steak, 5 dozen raw eggs, 12 pounds of potatoes or 6 quarts of pure milk, in energy food value. The copy pointed out that the wear and tear of every day life must be replaced by the proper kind of food, and it is the duty of the housewife to buy and use the food that will give the most value for the money expended.

It is pointed out Moxley's Margarine gives 3,552 energy units per pound, as compared with only 295 from the same amount of potatoes. Moxley's is also compared with other well-known foods such as white bread, round steak, etc.

To secure the action desired, and to get the housewife to try a pound of Moxley's, four unusual recipes were printed on the right side of this spread and an illustration of a cook book of original recipes was shown. This recipe book was offered free of charge to the housewife who would call at the dealer's store for her copy. This offer resulted in a great many requests

for the cook book and was the means of securing a large number of sales of Moxley's from women who never before had used margarine or tried it in any form.

Likewise when the housewife called for the recipe booklet, the dealer was impressed with the fact that the advertising had sold her on the proposition and that this advertising was producing real cash results for him, bringing people direct to his store.

The No. 2 piece followed out one week later, and was a four-page letter in two colors. The heading of this letter showed a typical dealer pointing to a package of Moxley's Margarine. The carton was reproduced in exact colors and was also an exact fac-simile of the original package. This visualized the package to the customer, so upon the dealer showing the goods, or the customer seeing the advertising in the store, she would instantly recognize it as the margarine she had been reading about. This letter, was filled in with the customer's name and signed by the dealer, exactly the same as the previous one. The body of the letter played up that the dealer himself, was back of the goods in every way. The dealer put an unreserved guarantee up to the housewife that if she is not perfectly satisfied, he will refund the money without any question or argument. As a sort of a clincher, a postscript is added wherein the dealer suggests that she turn to the inside pages and look over the illustrations of the churnery, giving in tabloid form the churning processes of margarine. The inside pages were a reproduction similar to that which appeared in the No. 2 broadside, descriptive copy being identical.

No. 3 letter was a one-page letter, filled in with name and address, and signed by the dealer, the same as the previous one. The illustration here was wonderfully effective, the dealer having an appealing expression on his face and the housewife registering the fact while she wanted to buy it, she was



not quite satisfied she should. Here again is featured the "Try a package and I'll gladly cancel the charge if you are not perfectly satisfied." Investigation showed this No. 3 letter was the means of putting over a great many prospects who were, figuratively speaking, on the fence. To further cement the housewife's interest in the product, a booklet entitled "Betty's Honeymoon Diary" was mailed to each and every one whose names had been received in the course of the campaign.

The title tells the story, except in a way that it might not be apparent to the casual observer. It was learned that very few housewives, particularly those who should be using margarine, were willing to discuss the possibilities of so doing. They arbitrarily took the position their husbands were entitled to the best the market afforded and irrespective of the fact that butter was costing 60 to 70 cents per pound, they could not see their way to use margarine.

Appealing to the feminine instinct and getting up the story in this form, the story of margarine was put over in a way that would have been impossible under other conditions. The copy was worded so cleverly that very few people reading it realized they were reading an advertisement until practically through the book and it was put to them in such a form that any possible sting which might have otherwise occurred was dissipated. This booklet, which covered the bride's experiences on her honeymoon, was all built around a visit to the dairy farm, receiving of the milk and going through the plant, etc. The element of romance was carefully interwoven through it.

The book was 24 pages, done in two colors with a three-colored cover. Snappy views were carried all the way through and the photographs illustrating the churning processes, as shown in the consumer letter, as well as the broadside, were utilized. One page was also devoted to a series of six illustrations showing how margarine should

be colored. The mailing of this was done in an especially fine envelope carefully filled in, the return address concealed on the flap. With each booklet was included a return post card, done in two colors. The post card on one side left a space for five names of friends to whom they wanted the book sent and on the address side, a space for her name, telling an attractive souvenir would be mailed her for her trouble in sending in the names. On a test list of 115 names, 111 housewives returned the post cards, stamped with a two-cent stamp, with the names of five of their friends. While the proportion to the entire mailing did not run quite so high, it exceeded 70%—certainly a most phenomenal return.

The chief reason for the amazing results secured and the unusual success of this campaign, was due to the fact that each step of the work, from the manufacturer right straight through to the consumer, was carried out in logical sequence. The interest of the jobber was secured and held through the use of the broadsides imprinted with his name and address. The post card inquiries from these broadsides going direct to the jobber, turned over to the jobber's salesman, was valuable in securing the attention and interest of the retailer.

Attractively prepared leather portfolios, containing samples of the consumer letters and envelopes were furnished to the jobber's salesman, so that the campaign could be presented to the dealer in an attractive, interest-compelling manner.

The jobber's salesman could call on the dealer and talk profits, additional sales, more business, new customers, instead of the usual threadbare arguments of price, quality, etc. He called with a sales plan—an opportunity to build up the dealer's margarine business. Another portfolio containing attractive photogravure reproductions showing the various processes used in making margarine, was furnished. These, together with the actual samples

of the consumer letters that would be sent free of cost to the customers of the dealer, enabled the jobbers' salesmen to secure business and open new accounts that otherwise would have been impossible.

A photogravure illustration of the churnery formed an interesting point of contact with the prospective dealer and enabled the salesmen to approach such dealers at a new angle, as practically every dealer was interested in learning of the many interesting processes that were used in the manufacture of Moxley's. Another excellent feature of these photogravure views was the fact that they acted as a sure proof in the eyes of the dealer that the product of the manufacturer was made in an atmosphere of absolute cleanliness, purity and sanitation.

The success of this campaign and the tangible results secured in actually opening more than 6,815 new retail accounts in the short space of ninety days offers tangible proof of the fact that the use of direct advertising can be successfully employed in working out serious problems of merchandising and distribution.

In the working out and execution of a large complicated campaign of direct advertising of this character, with the dealers' mailing list covering sixty thousand names, it is absolutely essential that every detail of the work be handled under definite schedule and that every piece in the campaign be mailed according to the schedule.

In the handling of the consumers' letters, great care must be taken to see that the list of names sent in by the dealers are checked, numbered and so handled that the series of letters go out on their appointed dates and that the letters are sent to the proper names and that the name of the proper dealer is signed to each letter.

Great confusion will result and many costly errors can occur if this end of the work is not handled properly. Owing to the expert nature of the work required, it is advisable this part of the work be turned over to some establishment that makes a specialty of direct-mail service.

In this way the full responsibility for the work can be placed on one concern and all the detail and chance of error can be eliminated. The results secured will prove the economy of doing this.

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## Lessons in Letters—Number Five

By Harry M. Basford

The problem of how the jobber can interest the dealer is an ever-present one. Here's a letter that did a good job and that may offer a suggestion or two for you.

### HOW ONE JOBBER INTERESTS DEALERS

**T**HIS letter is from the advertising of The Auto Accessory & Speedometer Co., which company built up a large wholesale business through direct advertising methods and without a regular corps of traveling salesmen.

Within one year, the monthly sales were doubled. The letter is an excellent example of the personal get-together style, that is particularly

valuable in selling goods at wholesale to dealers.

*Judicious Advertising*, Chicago, published an article featuring the advertising policy of the Auto Accessory & Speedometer Co., from which the following extracts are taken, by permission.

"The same principles of advertising, applied to any wholesale business, should produce approximately the same results. Dealers must be continually

reminded of the advantage to them of buying certain goods from a certain house, and if this is well done the orders will certainly accrue. Show a dealer that it is clearly to his own interest to handle certain goods, and the effort is never lost. This is common sense applied to advertising. It is taking the dealer's point of view and helping him to decide problems of vital interest to him. There is nothing miraculous about the unusual success of this Denver company. It is simply knowing what to do and how to do it. And the apparent simplicity of the methods used prove that it is not necessary for the advertiser to be constantly seeking the spectacular, explosive methods that many seem to consider necessary."

## THE LETTER

1. Denver, Colo.,  
March 20, 1917.

If I had time to write a personal letter to every garage man and dealer in all these western states, I would say just what I want to say to you now.

2. You and I have a good deal in common, although you may never have thought of it in just that way. You distribute goods and service to the motorist, while we distribute goods to the dealer. Whatever increases your business and benefits you, must benefit us. A good seller with you must be a good seller with us.
3. So, let's get together and see if we can't make a new record this year. I'll give you my suggestions and then if you have some to offer in return, you can write me and I know that your letter will be might interesting reading.
4. We have absolutely proved to our own satisfaction that the best goods for us to handle are those that are nationally

advertised. The public know about these goods. They are easy to sell. They are often called for and they pay a good, fair profit. So we handle none but standard advertised lines. Your position is the same as ours. You make more sales and more money handling lines that the motorists know, than you can trying to sell new and unknown goods.

5. We have found too, that the net profits of any business depend largely upon getting the goods when wanted, and at the least possible expense for freight or express. This applies to your business the same as it does to our own.

We want you to know the advantages that we can offer you in handling our lines thru us. We represent the factories directly. You get your goods from us at the factory prices. You get shipments from Denver, which means time saved in the delivery. And you save money on express or freight, because you are much nearer Denver than you are to the factories.

7. You will like the way we handle your orders; the way we pack them and our prompt deliveries. Our many old customers know all about these things. If you haven't tried this way of ordering, send in a trial order, selected from these pages. You will not be disappointed.

8. And when you come to Denver, drop in and see me at 1558 Broadway, a handy location for dealers.

Cordially yours,  
President, The Auto Accessory & Speedometer Co.

## THE ANALYSIS

1. Here is the personal touch right at the start. It arouses curiosity and interest to induce further reading.
2. The paragraph picks out the common ground of the jobber and dealer and shows what this is. The statements are indisputable and logical.
3. The personal touch again. An answer is requested in a way that shows real interest, without offense.
4. Good arguments are here given in favor of the lines handled and the reasons for handling these advertised goods are turned into good reasons why the retailer should sell them.
5. Here is more common ground upon which to talk to the reader about his own business. Every dealer is interested in the delivery of the goods he buys.
6. The advantages offered are enumerated definitely and plainly. They are real inducements, taken together, about as attractive as any dealer can offer. Factory representation, factory prices, short shipments, low delivery charges are always good selling points.
7. Now comes service, reference to satisfied old customers and the invitation direct to try an order.
8. A good close because evidently sincere.

## THE APPLICATION

The personal style is a good one to adopt between jobber or manufacturer and dealer and common points of interest make an excellent start. To produce results, a letter must first

interest the reader. Assuming correctly, that the dealer is interested in his own business, he must also be interested in what the jobber says about subjects of common or joint regard.

The idea of "give and take" in paragraph 3 is an excellent way of inviting a reply.

Paragraph 4 gets down to business and the suggestions about the saleability of nationally advertised goods apply to almost every line of merchandise.

The reference to profits are to the point and are turned into sound arguments for buying from this jobber.

The reference to service is nicely worded and hints at a large number of satisfied customers. Getting your customers to recommend your goods or service either actually or by implication, is more effective than self-praise because people do not generally like boasting in others—however vaunting they may be themselves.

The invitation to call, at the close, makes a good ending and letters from jobbers or manufacturers to the trade, should carry this invitation frequently. Make dealers feel that they will be welcome when they call and they will respond to the courtesy.

A letter like this should be accompanied by printed advertising matter, as this one was; it being printed on one page of the firm's house organ, containing the illustrated descriptions with prices of goods for convenient ordering.

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The next installment of this series will deal with "The Right Way to Answer Inquiries."

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WHEN did you revise your mailing list last? If not recently, better get busy. There's no sense in pouring money down a rat hole. The draft alone has made a big change in mailing lists. And about a hundred and one other factors, as well.

## Leaves from a "Fixers" Notebook

By Michael Gross

Here is some more of the same practical material Mr. Gross presented in our May issue under the same title. We have assurance of at least another of these bully articles, and perhaps more.

## CASE F

**C**LIENT—Advertising Novelty Company, makers of printed advertising novelties specially designed for distribution by dairies to their customers. A list of live prospects was obtained by inserting an announcement in several of the leading dairy papers, offering to mail an illustrated catalogue to the first dairy-owner in each territory who sent in a signed coupon. The practice had been to send this catalogue to each prospect, together with a letter giving him a ten-day option on the exclusive use of the advertising material, after which, if his contract had not been received, the matter would be taken up with other dairy-owners in the same territory.

*Error Number One*—If, at the expiration of the definite option date mentioned in the initial letter, the prospect had not sent in his order, a second letter would be mailed. In it the prospect was told that as his request had been the first to come in from the particular territory in which he was located, it was only fair that he be given every opportunity to order and his option had, therefore, been extended another week. This letter, with its flimsy, obvious excuse, invariably weakened the prospect's determination to act immediately. He felt he would be given as many extensions as he desired and naturally kept putting off the matter of making a decision. Under the new plan a definite length of time was given to each prospect to make up his mind. This date was rigidly kept to, and the prospect was made to understand from the very start, that there would be no extensions of time granted.

*Error Number Two*—If no order was received at the expiration of the extended option, a third letter was mailed out. This gave the name of

two competing dairies in the prospect's territory and asked him, as a business favor, to write a letter stating which of the two concerns mentioned were the best credit risk. The real idea was not to get the information asked for (for often the concerns inquired about had never written in at all) but to show the prospect that the other fellows in his town were also after the service. This letter was eliminated, for a little investigation disclosed the fact that there was such a thing as a Dairy-man's Welfare League in each section; that this league held meetings at regular intervals; and that invariably the "confidential" letter was shown by the first prospect to the two competitors, the direct result being that one probable and two potential customers were irrevocably lost.

*Error Number Three*—A long, printed list of dairy-owners who had contracted for the advertising service was enclosed with each letter. Perusal of this list, instead of arousing a desire to order, made the prospect feel that if so many concerns in his line were already using the material, the novelty had about worn off, and that it might be a good idea to look around for a newer proposition. This list of actual users would have been ideal as an aid in selling a piece of machinery. In this connection, the prospect, on seeing the many concerns who were using the product, would be apt to think: "If the machine is giving satisfaction to so many concerns it must be practical." In the matter of advertising, however, each man wanted to feel that the novelty he was sending out to his trade was exclusive with him and that he was stealing a march on his competitors by adopting it.

*Error Number Four*—A price-list showing the minimum quantities that could be ordered was enclosed with

every letter, regardless of how the prospect was financially rated. Wrong—for the big man, who could have used ten times the material mentioned, on seeing the quantities given in the price-list, would follow the lines of least resistance and place a sort of “try-out” order, for just the amounts stated. Had quantities been mentioned that were commensurate with each prospect’s financial standing, the larger order could have been just as easily secured. Price-lists were therefore prepared which contained quantities suitable for every size business, and each prospect received the list his credit rating warranted.

*Error Number Five*—The company offered to send samples of the service without obligation. If, after receiving these samples, the prospect did not immediately close, a letter would be sent reproaching him for not ordering; insinuating that the prospect’s idea had been to get something for nothing; and mentioning how much the samples had cost and the trouble the company had gone to in sending them. The prospect may, in many instances, have been about to order, but when the whining letter was received, the natural impulse was to consign the whole proposition to the waste-basket. This letter was changed to contain a brief and brightly written resume of all the strong talking points that had been mentioned in previous letters; made a strong plea for immediate action, and ended with the suggestion that the quicker the prospect got the advertising material out, the sooner would he get his money back in increased sales.

#### CASE G

Client—Standard Percolator Company, manufacturers of a patented coffee percolator, sold at a much higher price than similar products on the market but embodying several features that warranted the additional charge and made its practical value triple that of competing utensils.

*Error Number One*—Client had be-

come so obsessed with the idea that his price was much higher than the housewife would want to pay for a percolator, that he endeavored to soften down the shock by sneaking the cost of the utensil under a mass of verbiage in the last paragraph. Letter was rewritten and the price mentioned in the first sentence of the first paragraph, followed by a statement to the effect that the manufacturer knew his product was the highest priced percolator on the market. This frank statement aroused the curiosity of the housewife and made her read further to see how the high price was explained. The second and third paragraphs told *why* this particular percolator cost more than others, and how much more value the housewife got for the small additional amount she paid. The first letter, apologizing for the price and trying to hide it, gave the prospect the impression that the manufacturer himself felt he was charging too much and that, if she held out long enough, a reduction would be forthcoming. In the second letter, making the high price a point in favor of the article and mentioning it naturally and forcibly in the very opening paragraph, gave the writer an opportunity to explain and justify it.

*Error Number Two*—Where a prospect lived within a few miles of the client’s plant, and there seemed no chance of getting an order at the original price quoted in the initial letter, it was possible to make a slight reduction, owing to the decreased cost of packing and delivery. The difficulty, however, lay in making this reduction without giving the prospect the impression that further concessions could be obtained by holding out. A sales-method was hit upon which seemed to eliminate all danger of such an occurrence. The product circularized was known as “The King Percolator,” and advertised under that name. A small quantity of circulars were printed featuring the “Queen Percolator.” Several of the innovations embodied

in the King product were left off this circular and the price quoted was naturally a trifle less. Where a reduction had been decided on as the only chance to land an order, the Queen literature was sent to the prospect. It offered an almost similar product to the King at a lower price and our claim was that no housewife would be able to detect the difference between the two percolators. We were very confident on this point for the King Percolator and the Queen Percolator were one and the same product.

**Error Number Three**—To save the cost of addressing, client was using standard business envelopes. Changed this to a baronial envelope, left off the return card and had the addressing done by a girl, in longhand. The prospects to whom the business envelope was sent, received all gas bills, electric bills, and other statements for money in similar envelopes, and the first impression on receiving such a letter was that it was a bill that had to be paid. This antagonistic shock had first to be overcome and the prospect put in a more cheerful state of mind before the proposition could make its appeal. With the hand-addressed envelope the first impression was one of curiosity. The letter might be from a friend; it might be a wedding announcement or a dance invitation. The curiosity thus aroused assured the letter of a close perusal, by a prospect in a receptive and cheerful state of mind.

#### CASE H

Client—H. G., a wealthy broker who desired to sell his country home. Had already written a letter he intended using and merely wanted it criticised. Found letter wrong from every angle and standpoint. It was merely a long, rambling, technical description of the house; the size lot it stood on; the method of construction; the number of rooms their location, height, depth, etc. First criticism was that letter should have contained human interest; should have told the prospect how comfortable

the house was; played up the cozy sitting-room with its oak rafters; the old, open fire-place with its blaze of good cheer; how near the place was to a good fishing and swimming hole; how the prospect could leave his stuffy, hot office in the city and, in a few moments, be transported to a veritable fairyland of ease and comfort. Second criticism was that, as the selling price was considerably below what the dwelling had cost, it was not necessary to feature the amount too strongly. If the desire to own the house was first firmly planted in the prospect's mind, and then the low price brought in, it would make a much stronger impression. Client, however, was set on using the letter he had so painstakingly prepared. Finally suggested that, as a test, he allow me to also write a letter in which I could embody the suggestions I had made. I would send my letter to half the list of one hundred names the client had selected, while he circularized the remaining fifty with his letter. He agreed. Four days after our respective letters had gone out, my letter had pulled thirty answers, while my client had received but one answer to his effusion. It was a complete vindication of my theory, but candor compels the confession that the *one* answer my client received *sold the house* while my thirty prospects turned out to be, for the most part, curiosity-seekers who, attracted by the sob-stuff in my letter, had come to see for themselves what the house I so feelingly described really looked like. The man who actually wanted to buy a house, it seems, was vitally interested in just the very facts that my client had in his letter.

#### CASE I

Client—T. H., a mechanical engineer. Inventor of a device used in connection with the filing of blue-prints. Had been selling the product to fellow engineers with a fair degree of success. Suddenly discovered that the device was a valuable addition to a business man's office and would increase the efficiency of the filing system. Circu-

larized a selected list of business men who were known to be on the alert for any product that would make for better and smoother operation in the running of their respective organizations. Letter failed absolutely, and results from the first thousand were almost nil.

**Error Number One**—Client was an engineer by profession, knew his product and its uses, and could write interestingly and intelligently regarding its merits—*when the letter was to be read by other engineers*. In the initial campaign, with a letter going to fellow craftsmen, technical terms were used to describe the device and the client went into details as to the method of construction and operation. His letter, when finished, consisted of two single-spaced sheets of full size paper. Every word of it, however, was read by the prospect, for the letter went to only such people as were vitally interested in the subject of engineering devices and understood the technical terms with which each paragraph fairly bristled. In circularizing the average business man, the problem, although the client had failed to realize it, was a far different one. Here the prospect wanted to know how the device would help his file-clerk; not how it was made. How it would save a few of his good dollars; not that the steel used in the clamps was genuine Bessemer. The business man knew nothing at all about engineering and cared less. Insofar as reading two pages of closely-written technical stuff was concerned, he left that to the waste-basket, whose waiting arms received the letter as soon as he had stumbled through the first involved paragraph. Rewrote his letter from the viewpoint of the prospect. As there were some features of the product that had to be explained, a folded sheet was used. On the first page a short and to-the-point letter told the prospect how the device would improve the efficiency of his office. On the inside third page the essential features of the product were printed in large, readable type and in words that the layman

could readily understand. This printing was permanent and could always be referred to by the prospect. The letter on the first page was changed every week, a new reason-why-you-should-buy-argument being used each time.

**Error Number Two**—Letters were mailed to reach prospects in the first morning's mail. Wrong:—There are only three things a business man wants to see when he examines his mail at the beginning of the day—a check, an order, or an inquiry that may lead to an order. Bills, statements, and letters telling him how to spend money receive but scant attention. Changed the time of mailing so that letters reached prospects directly after the lunch hour. At that period of the day, after a good lunch, the average business man is feeling pretty well satisfied with himself and with the business he has succeeded in building up, and any proposition that seems to hold out a promise of added efficiency or increased profits is given careful attention.

**Error Number Three**—If, after sending the first letter and three follow-ups, the prospect did not answer, his name was dropped from the list. Found it hard to convince the prospect that this was an unwise procedure—that many a campaign which, at the nineteenth letter, had shown all the earmarks of a failure, had been saved and put over the top by a big margin on the pulling power of the twentieth piece of follow-up that had been mailed out. My arguments seemed of no avail, until I suddenly remembered that it had taken seven letters before this very client had written and asked me to see what ailed his mail order campaign. On my confronting him with the fact, he confessed that the selling talk I had used in this seventh letter had been the one that had swung him in line and that, had I stopped at the sixth, I would have lost the business. "Follow up until it pays—and then keep following up until you are sure it doesn't pay."



## Those "Clever" Letters

By Maxwell Droke

Many, many times you've received them, too—those "clever" letters. They stacked up with you about as they seem to stack up with this analyst. In fact, cleverness has to walk the "straight and narrow" or it becomes merely ridiculousness.

**H**ERE'S<sup>1</sup> the opening stanza of a letter that was wafted in on the wings of the morning mail. I've been sitting here for a whole blessed hour, trying to imagine the conditions surrounding its birth.

Dear Sir:

Boom! Boom! Boom!

All of the big guns "Over There" are being fired to make the world safe for democracy. And all of the "big guns" over here are coming to ..... 's to buy everything in haberdashery and gents furnishings.

I've got an enlarged mental portrait of the perpetrator of that letter. For one thing, I'll bet that he wears a ready-tied purple batwing cravat, with yellow dots sprinkled all over it. And when he was a young fellow he was known as the village cut-up. All of the girls were crazy about him because he said such "cute" things (being a regular subscriber to *Life*, *Judge*, and *Dr. Bull's Medical Almanac*.)

Why, I can see him now, plain as day, as he clears off a space on his roll-top desk and prepares to dash off his masterpiece on the back of an unpaid invoice. When the letter was finished (I expect it took him almost twenty minutes to write it) he read it over a dozen times or so, assuring himself at each reiteration that it certainly would "knock 'em dead."

Again drawing upon my imagination, I sorta surmise that that evening after The Madam had "done" the dishes and taken up her knitting for the Red Cross, our lettersmith fumbled around in his inside coat pocket, withdrew the precious slip of paper, and, with admirable nonchalance, tossed it across the library table into the lap of his better half, mumbling, "There's somepin' I wrote today."

And then The Madam said—. Oh,

well, she said about the same things that Comrade Wife handed you the last time you showed her a piece of your pet copy. You know how women-folks do rave over the performances of their lords and masters. Love may not always be blind, but as a rule its victims are deucedly nearsighted.

But we're digressing most terribly. Let's get right back to that letter. Note the strong, virile, attention-compelling start. And the "timely" appeal is there, all nicely linked up with the store, as per instructions in Lesson No. 8, of the Correspondence Course in Advertising. What more could you ask?

Of course there were several additional paragraphs, having to do with "wonderfully complete stocks" and "unequaled values," but the portion quoted will suffice for our purpose.

Do you think that after reading such a letter you would find yourself possessed of an overwhelming desire to rush right down to the store in question, for the purpose of making divers and sundry purchases? Honest-to-goodness DO you believe that letter would "sell" *you*? I've my doubts.

Now, I'm not denying that the epistle probably attracted attention. However, we are all agreed, I believe, that the mission of true advertising is not particularly to attract attention, but to *actually sell goods*.

A "high diver" or a baloonist, acting as a sort of sandwich-man for, let us say, a certain breakfast food, might go through his stunt daily, attracting huge crowds at each performance, and yet not be responsible for the sale of a single package of the product. This same man, were he to explain to housewives the economy of using the product, its food value, palatableness, and kin-

dred factors, would make more sales in a single day than in a solid month of sensationalism.

Strangely enough, the same mail that brought the letter referred to in preceding paragraphs was also responsible for the following little note, which likewise emanates from a clothing store. Because of its friendliness and natural, human appeal, this letter actually sells the recipients on the store's service:

Dear Sir:

*The Friendly Feeling—*

'Tis a strange thing, the friendly feeling. Some folks send it shooting up your spine with a hand clasp. Others pass it to you with a look or a smile--

--and then, again, you'll find it at such stores as Blank's.

You've sauntered into shops where the ice-cold aloofness chilled you to the bone. Where no one seemed to care whether you got what you wanted or not, as long as you left your bank-roll.

Blank's isn't like that at all. We want to do everything in our power to help you find just the things you want. We'll ransack stocks high and low till we have you satisfied and smiling. Trouble? Not a bit of it! You MUST be pleased. That's the Blank way of doing business.

We've a few more of those "just-what-I-wanted" suits that I mentioned in my last letter. But they're going fast, so suppose you drop in THIS afternoon?

Cordially yours,

Doesn't a letter like that make you feel as though you really *wanted* to trade with that man, Blank? Such letters are worth real money to a business house. And yet you'll have to agree that there isn't anything so very clever about them. They're just human, that's all.

Somebody or Other once remarked that the greatest cleverness lies in concealing cleverness. So just you bear that in mind next time you feel called upon to indite a sales letter. Make your copy natural and you needn't worry about the clever part of it.

### A House Organ Need

It is not beyond the bounds of possibility that the Government will step in one of these days and demand that you

present good reasons for the continued existence of your house organ or cut it out. This step has already been taken in England and we are coming to some consideration of it here.

When that time comes some advertisers will have a difficult time of it to show adequate reasons for a house organ. This statement is not made in depreciation of house organs as house organs, but rather instances of house organs. Unquestionably there are house organs—and many of them—that could be eliminated for the time being, at least, without much loss to the advertiser or reader—perhaps we should say, recipient.

You all know the type. It is edited very largely with paste-pot and shears. It contains nothing really useful. It serves no special purpose, except to furnish a vehicle for the transportation of hot air about the advertiser, his past, present and future.

We'll pass such publications, for they're coming to a jumping-off place and we'll have nothing to do with the jump. What we started out to discuss was one type of house organ that is badly needed right now and that we have far too few of for our own good and the good of the Government.

We refer to that type of house organ which is published to cement a closer relationship between Capital and Labor, between the employer and his employees. It is, primarily, a factory house organ and it should be *by* the employees, *of* the employees and *for* the employees.

Such a medium of communication is solely needed right now in scores of plants working on war contracts. And it's a real need. We must meet it. The labor situation is the big problem in American business today, tomorrow and for quite some time to come. There must be created a closer harmony and understanding between the two great forces upon which so much depends. And the factory house organ is one of the melting-pot mediums.

# The MAILBAG

*A Journal of  
Direct-Mail  
Advertising*

Mailbag Publishing Company  
Publishers

Office: 1800 East Fortieth St.,  
Cleveland, Ohio. Tim Thrift, Presi-  
dent and General Manager. Wm. C.  
Dunlap, Secretary and Treasurer.  
W. B. Conant, Western Manager,  
348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price,  
\$1.00 a year. Ten cents a copy.  
Advertising rates upon application.



TIM THRIFT, EDITOR

June, 1918  
Vol. 2 No. 3

**B**Y the time this issue reaches you the new railroad rates will have gone into effect. The increase in passenger rates will have a far-reaching effect on sales activities. It is reasonable to presume that it will now become necessary to cut out many isolated territories that have been covered by salesman, because the increase in traveling expense will make the sales cost, on a personal basis, prohibitive.

In fact we have been steadily moving in this direction—and the end is not yet. First, the draft and war demands upon men in general cut heavily into sales forces. Second, the cost of living has been mounting steadily, making expense accounts something to conjure

with. And now, third, the increase in passenger rates.

So we find today that it not only costs much more to travel salesmen, but that it is difficult to get salesmen to travel.

What is the remedy—for we must keep on doing business (not as usual, but as unusual) to provide the sinews of war.

The remedy—in many cases—will be direct-mail advertising.

First, because it is selective and can be used just where it is needed.

Second, because it is inexpensive (despite increased postage rates) because it need have no waste circulation.

Third, because it is personal and the logical medium to employ to maintain the personal relationship established by salesmen.

Fourth, because it is timely and can be used at opportune periods.

Fifth, because you can definitely trace results and learn what you are getting for your money.

Sixth, because it is confidential. Through it you can quote prices and give inside information that you do not care to make public property.

Taking these things into consideration, it will pay advertisers who have paid little or no attention to direct-mail advertising in the past, to begin an intensive study of it. Sooner or later—and the chances are sooner—they will be compelled to rely upon it to do an important share of their sales work.

One cannot jump into direct-mail advertising and make a smashing success of it. This form of advertising requires study, care and preparation. Just now good direct-mail men are at a premium. I could place a dozen correspondents and good promotion men if I knew where to find them.

The chances are, that we will see some wild attempts in this field before we are through with the unusual conditions confronting us. In the past anyone was good enough to prepare a

sales or follow-up letter; to get out a mailing folder or card; to write a circular or envelope insert, and it's not likely that some advertisers will learn over-night that these things—if they are to be successful business producers—require just as much good gray matter, just as careful planning, just as attractive presentation, as page advertisements at \$5,000 an insertion, or elaborate booklets and catalogs at \$5,000 per edition.

Speaking of publication advertising, it is well to bear in mind the effect upon your national publicity if the increased rates for periodicals go into effect. Some one must pay the higher cost of publication and our guess is that it will be borne by both readers and advertisers. This is bound to react in two ways: First, to cut into big circulations and, Second, to reduce the size space used by advertisers or the number of insertions.

In fact, the latter effect will have a tendency to eliminate a lot of small advertisers altogether. These will be compelled, however, to keep up their advertising in some form, and, again, direct-mail offers the ideal medium.

I had occasion to express myself to this effect to an acquaintance the other day and he came back with this: "How, then, can you reconcile this with your own publication. It seems to me that you are recommending the use of direct-mail advertising instead of publication advertising on the one hand, and on the other hand urging advertisers to use THE MAILBAG."

All of which would be true were I to include class and specialized publications in the comparison, which I do not. These are bound to be effected by any increase in postage rates—perhaps even more so than many of the general mediums—but the fact remains that they still have a very definite advertising service to offer.

THE MAILBAG, for instance, is a magazine of direct-mail advertising. This, in the final analysis, means that

it is devoted to but one subject and that its readers are only those who are interested in this subject. As a consequence, if you have a product to sell that is of value to a direct-mail advertiser THE MAILBAG offers you what is comparable to a specially selected mailing list—a circulation that is without waste. And the cost of reaching that selected, common-interest, subject-grouped audience is much less than though you sent a mailing piece that required no more than penny postage.

This was virtually the answer I gave my acquaintance and while I did not intend to turn this into an advertising solicitation when I started out, it seemed timely to present this phase of the matter here on account of the same question possibly occurring to you.

But reverting to our original theme.

There is no question in my mind but that direct-mail advertising will come into its hey-day in the near future. Events are shaping themselves to that end very rapidly. Advertising schedules of many concerns are in for a revamping to meet war-time conditions, and those who are far-sighted are already preparing themselves to do more intensive and better direct-mail advertising than they have ever done before.

Look into your own advertising situation and see if you are cutting your cloth to fit conditions, at hand, on the horizon and in the future.

How do you know your Direct-Mail campaigns are getting across? You should make each campaign prove its worth by figures. The time has passed when success is the reward of clever guessing. The man who wins success nowadays plans—and plans well. Have a regular balance sheet on every campaign you mail—perhaps the results may surprise you a bit, but this much is certain, you will have definite facts upon which to base succeeding campaigns.

# Buy Your Office Supplies

## from this book

as over the counter. This complete office supply catalog brings Horder's Stationery Stores with their varied stocks, and low prices direct to your door. In Chicago, Horder's is known as the place to buy office supplies and stationery at the right price. Five big stores are required to take care of Chicago's trade. The coupon in the corner will bring the most complete office supply catalog you ever saw. Send for it.



## Prices Guaranteed—Freight Paid

In spite of present unsettled market conditions—in spite of daily change in prices, Horder had the nerve to publish a complete catalog of office equipment and supplies with prices guaranteed against advance. The price in the catalog is the price you pay. Horder's also pay the freight—deliver the goods—at the same price you would pay if you walked into a store and bought them.

## ORDER FROM HORDER

Horder's "Guaranteed Price Policy" and their "Pay the Freight Policy" make over the counter service through their catalog a reality. Whether you want pens, pencils, rubber bands or anything for the office from pins to filing cabinets, Horder has the goods priced low, delivered quick. Just request your copy of Horder's book on your business stationery or attach the coupon to your letterhead and mail today.

### HORDER'S STATIONERY STORES, INC.

Main Store and Office

102 N. LaSalle St.

Chicago, U. S. A.

**Horder's Stationery Stores, Inc.**  
102 N. LaSalle Street,  
Chicago, U. S. A.

[ ] I should like to learn more about your guaranteed low price policy and your "pay the freight" policy. Send me your complete catalog of office stationery and supplies.

[ ] Please send me prepaid Ever Sharp Pencil, triple silver plate for \$1.50, remittance enclosed.

Name .....

Address .....

Please mention THE MAILBAG when answering advertisements. Thank you.

## Make Our Plant Your Annex

Don't think of us as so many miles away from you—we're not! Our service brings us right to your door. We can work as close with you as your assistant.

The facilities of our organization are as readily commanded by you as though we were your annex. Our nation-wide business proves this.

You'll have no trouble getting us to catch on to your ideas. Our many years practical experience in this business have taught us not only the best engraving practice, but how to couple that with real advertising and selling ideas.

*You can get real help here on your engraving requirements as applied to direct-mail campaigns. We will take your ideas and translate them into engravings that have real selling punch.*

Our prices are not the highest or the lowest you can get. Our quotations on

**Designing, Photo, Wood and  
Wax Engravings, Typesetting  
and Electrotyping**

are just and equitable for good work. We are manufacturers of printing plates for the Multigraph, too, and make a specialty of Signature Device Plates, Milled Linotype Slugs and Patented Logotypes for all plates to fit the Segmental Drum.

We are also the sole producers of fonts of 24 pt. to 72 pt. Display Type for the Multigraph. Sorts and larger sizes to order.

**Progressive Electrotyping Co.**  
The Modern Completely Equipped Plant  
125-129 South Eleventh St.  
St. Louis, Mo.



### Annex Us For Things Like These—

*(Check Your Requirements and Mail This Coupon)*

Designing.....Photo Engravings  
.....Wood Engravings  
Wax Engravings.....Typesetting  
.....Electrotypes.....Signature  
Device Plates.....Milled  
Linotype Slugs.....Patented  
Logotypes.....Large Display  
Type for the Multigraph.....(If  
larger than 72 pt., check here.....)

*(Be sure to enclose sketch of what  
you want, where necessary)*

Name.....

Address.....

JUL 18 1918  
*The*  
**MAILBAG**

*A Journal of  
Direct Mail  
Advertising*



**JULY**     &     **1918**  
**VOL. II**                     **NO. IV**

# The Greatest Shortage We Are Facing

is the *shortage of time*. We haven't days enough to do the vital things that are pressing to be done. We can manufacture almost anything we want but no one yet has found a way to manufacture *hours or minutes*. If we could double the *TIME* at our disposal all other shortages would seem inconsequential.

The only possible way to offset this shortage of time is by making use of every device that will *lessen human labor* and *INCREASE SPEED*—to find new ways of doing things in *HALF* the time it took before. People who have become accustomed to delays and who still follow ancient precedents don't realize the injury they are doing to themselves and to the entire business fabric.

***You Can't Buy a Multigraph Unless You Need It***

The Multigraph Senior is \$796 to \$861—Multigraph Junior, hand driven, \$246 and up. Easy payments

**THE MULTIGRAPH**  
1822 E. 40th St., Cleveland, Ohio

I would like specific details as to how the Multigraph lowers printing costs, releases human labor and *saves time*.

Name \_\_\_\_\_

Official Position \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

If you have a message to send out to your customers, and to the customers that should be yours, that message should go out *TODAY* and *not three days from now*. If you have a message to send out to your salesmen, it must be in the mails before the sun goes down or else you're not a man of action nor a man for an *active job*. If you have a message for the workers in your factory it should be in their hands before the whistle blows tonight or else you've lost another day and are contributory by your negligence to an *increased shortage of time which injures everyone*.

The device which will enable you to do these things *today* instead of sometime later on is the *rapid-fire MULTIGRAPH*. Not only will it save your days but it will also cut your printing costs from *25 to 75 per cent*. We'll give specific details of its workings and specific instances of savings both in time and dollars, if you'll send the coupon in.



## Get a **MULTIGRAPH**

Please mention THE MAILBAG when answering advertisements. Thank you.



# The MAILBAG

*A Journal of Direct-Mail Advertising*

Edited by Tim Thrift

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Vol. 2

July, 1918

No. 4

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## A Marshall Field Classic

By William H. Herring

*Advertising Manager, D'Ancona & Company, Chicago*

The booklet, "The Store For Men," described and illustrated in this article is more than an exceptional piece of advertising—it is a classic. Whether you read anything else or not, don't skip this story.

AT the corner of Washington Street and Wabash Avenue, Chicago, there stands an imposing stone structure, heralding the onward march of Progress.

It is "The Store for Men"—the Marshall Field & Company Annex Building. Its quiet elegance, dignity and refinement are expressive of the best traditions and high standards of Marshall Field & Company.

This magnificent building will herald the merchandising policies of Chicago's greatest store, if not, the greatest in the world, down through the ages. It is an enduring and fitting monument to the memory and ideals of the Merchant Prince who founded the business many years ago.

Again, this giant of stone and steel, demonstrates in the most forceful manner that the deadly doctrine of, "let well enough alone," has never found lodgment in the ever-expanding business of Marshall Field & Company.

When this progressive institution first conceived the idea of erecting a building to house men's furnishings exclusively, many people discounted the idea. And why not, since it was an unusual procedure for a going concern to abolish one of its most successful departments and to transplant it in another store entirely.

To do this meant an added selling expense, there was a larger stock of

goods to carry and the cost of the building was to be considered. Would an undertaking of this kind prove sufficiently successful to justify taking the contemplated step? Marshall Field & Company, with their enormous resources, could of course, take the step and follow it through to a successful conclusion, where some other institution with fewer resources, might hopelessly fail. But was the idea itself a sound and practical one?

Marshall Field & Company thought it was and they established a new precedent when "The Store for Men" opened its doors to the public for the first time in 1914. From the very start, "The Store for Men" has borne out the soundness of the judgment of those who were responsible for its existence. It is a success.

But Marshall Field & Company want it to be a greater success—they want more people to know about "The Store for Men" and the service that the store stands ready to render.

During February of this year, Mr. R. A. Brown, Advertising Manager, Marshall Field & Company, submitted to the Advisory Board of that institution, certain recommendations and a plan of action.

His idea was a definite and well thought out advertising campaign, having for its theme the real story of "The Store for Men," which up to that

time had never been told to the public on a scale commensurate with its importance. Mr. Brown argued that "The Store for Men" was not well enough known—that most of the advertising of it had been piece-meal and at opening time it had been more or less overshadowed by the advertising of the Main Store. To his way of thinking, "The Store for Men" had had comparatively little advertising as an institution.

To quote Mr. Brown: "The Store for Men" involves a tremendous investment and a tremendous opportunity. Its story must be told to justify that investment, and to utilize that opportunity. That story must either be told in a way that measures up to the opportunity, or it must fall short of it. The time is ripe to do a big thing in a big, masculine way—on a scale commensurate with the dignity of the institution. What we propose to meet this situation does not involve expense—it involves *investment*. It is not designed to affect merely the immediate sales, but the whole future of the business. So far there have been no worthy precedents in advertising commensurate with the latent possibilities of 'The Store for Men.' We must establish a new precedent—a new conception of what should be the accepted standard."

Mr. Brown then presented what he recommended for the above purpose. It was a dummy of his idea of a fitting booklet to advertise "The Store for Men." The idea approved, no time was lost in developing it. Every one of the many specialists who comprise the executive staff of "The Store for Men" were called upon to assist in perfecting the idea—to make it the biggest thing of its kind ever attempted.

To Mr. Waldo P. Warren was entrusted the work of writing the copy. He at one time was Advertising Manager for Marshall Field & Company and at present is acting in an advisory and consulting capacity.

The run was 100,000, printed in one color after the following specifications: The booklet size, 11x15 inches. The cover stock, 32½x45-180-lb. Buckeye made to order in a special color. It required 3,000 lbs. of this stock. Body stock, 44x64 inches, 238-lb., Warren's Olde Style, of which 7,000 lbs. were used. It took 1,200 lbs. of black ink to print the booklets.

In order to make this booklet stand out from the crowd of ordinary booklets, the binding was done by sewing with thread so that it would open flat. Again, this booklet differs from the common-place in that the end sheets are pasted to the cover. This feature attaches the cover permanently to the body of the booklet. It is a big improvement over the cover and body of the side wire stitched booklet, with cover glued on, for such a booklet soon separates, thus terminating its life.

Another important feature worthy of notice is the type used. This is 24 point Caslon. The size of type, spacing between lines and the placing of type page on the paper all contribute to easy reading. The cover, title page and all the headings are hand lettered. Exceptionally fine line illustrations are freely distributed throughout the booklet.

The 100,000 booklets were delivered for the most part by the Field Delivery Service, each booklet bearing a hand lettered label addressed to the individual, the thought being that it would make a deeper and more lasting impression upon the recipient than if delivered through the mails. Of course a few of the booklets were delivered by mail to out of town people.

The story that is unfolded in this booklet is a narrative of the working principles and merchandising policies of "The Store for Men." This much of the copy—the introductory pages—is well worth repeating here:

THE STORE FOR MEN  
KNOWLEDGE IS POWER! Here is the true secret of the supremacy of The Store for

# The STORE FOR MEN



MARSHALL FIELD  
& COMPANY

## The STORE FOR MEN

*Its  
Working Principles  
and  
Merchandising Policies  
1918*

Chicago  
MARSHALL FIELD  
& COMPANY

## The Store for Men

**K**NOWLEDGE IS POWER! Here is the true secret of the supremacy of The Store for Men. Upon this principle we have built up the foremost business of its kind in existence. To know the utmost detail of what constitutes perfection, to know the very last word of every high authority on every subject that can possibly affect the production of quality merchandise, and to know how to embody this knowledge in the merchandise itself—this is the imperative policy which governs the aims and actions of every one of the forty specialists who comprise the executive staff of The Store for Men.

Dealing as we do with business and professional men—with a clientele which includes the acknowledged leaders in every field of business and professional activity—we appreciate the propriety of being perfectly frank. In this book we shall talk as man to man. Happily there is no detail of the business which we have any desire to conceal.

## FORMAL CLOTHES

**O**CASIONS arise when a man must appear in formal clothes. Not to do so might require too big a forfeit in self respect and the honor due to others. The generality of well-dressed men are prepared for such occasions and can face heartily any formal function that may require their presence. But other men—men of affairs, men of wealth, men of high business responsibilities—require formal clothes so seldom that they may safely give years in unpreparedness. But the inevitable occasion comes when they must—they positively must—wear formal clothes. Time is usually short—a tailor is out of the question. Clothes must be brought at once, ready to put on. And they must be absolutely right, equal to the very best that can be, and the best that will be worn by others. Such emergencies arise daily in our section devoted to formal clothes. Here a man can find his exact measurement in garments that are absolutely correct, made of the best materials that are produced, with the highest grade of workmanship known to the tailoring art. The problem that loomed so large and so urgent is happily and satisfactorily solved in a few moments of time in The Store for Men.

## QUALITY & VALUE

**A**PRECIATION of Quality is one of the surest evidences of the developed individual. Merely "good enough" is no longer good enough for the man who is growing in his ability to take a man's place in the real world of constructive effort. The watchword of every man who is getting ahead in business or in his profession is "To do some things better than they were ever done before." This spirit dominates the merchandising policy of The Store for Men. The merchandise produced under this policy reflects this spirit to the fullest possible degree. Knowledge of what constitutes quality—in material, treatment, form, the determination and ability to embody that knowledge in the merchandise—these are the essentials in the production of quality merchandise. Value can be judged only in relation to quality. We never skimp merchandise to fit a price, but build it to express a quality that corresponds to a human need. The price is determined by the cost of production plus a fair profit—large enough to reward worthy effort, small enough to win an ever increasing patronage.



## SHOES

**M**EN'S FEET differ as much as their faces. Upon this simple physical fact—overlooked by makers and sellers of shoes—have built up the foremost shoe business in the whole world. Every shoe we sell has been created to serve a special need of a certain type of human foot. A man can wear one of several lasts, and he will stand—until he discovers the exact fit was originated in his foot. Thereafter he will not have as a gift a pair of shoes that talk of that newly found satisfaction. He comes in, in one year after year—where else could he get a new shoe? Whatever his particular last may be, one of a score of variations—he can find at all seasons just the shoe he wants, in all its styles, and all sizes. The very best shoe fadges we have acquired through years of customer experience in the highest class of custom-made shoes, and those plant specifications person in a



## VARIETY

**I**NDIVIDUALITY is the key-word in the vocabulary of the forward personality. A man must be himself to be at his best. Uniformity and standardization build mighty machines—where the machine itself is the object. But to build up a man, to make easier, more able, more powerful, more his individuality must be encouraged to. His clothes must express his personal taste, it, feeling—be real worth, his potentialities, are to select something that is different and possessed by others is an instinct that is the very roots of human nature. It is in fact of these facts that we have made efforts to introduce variety into every line of shoe. But more variety may be needed unless pattern is based on some instinctive principle the pattern or style or material conversing in the man who is to wear it. Hence have to provide the greatest possible number designs, in each size of



## LOOKING AHEAD

**T**IME is an essential element in the production of quality merchandise. You can buy a finished article in a moment or two—but we cannot. We must anticipate your requirements months and even years in advance of your demand. We must look ahead at the raw material market and protect our own interests and those of our customers. This often means buying raw material one, two, or three years in advance of our manufacturing requirements. We must also look ahead at the possible needs of our stocks and place our orders with manufacturers so as to utilize their dull seasons, thus securing substantial price concessions, which we share with our customers, and allowing ample time for the merchandise to be carefully made according to our minute specifications. During the last few years when the raw material markets have been steadily advancing, we have often kept our contracts far ahead of the open market, so that our retail prices have been actually lower than we could obtain from the manufacturer if we went into the open market and attempted to duplicate the quantities then being sold at retail in The Store for Men.



## HATS

**V**ERY few men have any proper idea of the number and variety of processes that are required to make a hat. And yet every process affords opportunity for variation in the quality of the finished product. Men in general—even those who require the superlative in suits and shirts and shoes—are inclined to accept a hat that any one might choose. Others, however, appreciate super-quality in hats as in all other articles of apparel. They know and feel the power of the best. For such men we produce hats that represent the highest possible standards known to the industry of hat-making. Every process involved in the manufacture is analyzed and studied, and the very best possible method is employed, and superior materials are used, to produce a hat that is in every sense distinctly superlative—worthy to crown the head of the greatest adept in apparel quality. More and more are men coming to appreciate the fact that such hats afford a satisfaction that far outweighs the difference in knowledge and great gain are derived.



Men. Upon this principle we have built up the foremost business of its kind in existence. To know the utmost detail of what constitutes perfection, to know the very last word of every high authority on every subject that can possibly affect the production of quality merchandise, and to know how to embody this knowledge in the merchandise itself—this is the imperative policy which governs the aims and actions of every one of the forty specialists who comprise the executive staff of the Store for Men.

Dealing as we do with business and professional men—with a clientele which includes the acknowledged leaders in every field of business and professional activity—we appreciate the propriety of being perfectly frank. In this book we shall talk as man to man. Happily there is no detail of the business which we have any desire to cover up. Quite naturally we protect business secrets—they are among our most valuable assets. But our working principles and merchandising policies—the things we talk over in executive conference—these we are willing to impart to the last detail to those who may wish to know them. We are confident that, if the inside facts about the way we do business in The Store for Men were publicly known just as our own men know them, it would bring us a veritable avalanche of new business—perhaps more than we are prepared to handle.

The fact is, we are rather proud of The Store for Men. We feel that it is a prime achievement in merchandising—that it fully measures up to the best traditions and standards of Marshall Field & Company. We can say this with a comfortable assurance because, in keeping with our cardinal policy, we know in minute detail what comprises the best elsewhere—Chicago, New York, London, anywhere. And we know, specifically and categorically, just wherein we surpass whatever elsewhere aspires to the best of its kind.

The building which houses The Store for Men—the Marshall Field Annex Building—is worthy of the merchandise it contains, and the merchandise is worthy of the building. It would be difficult to pay a greater compliment to either.

When the architectural plans were being drawn we made a study of every building in America and Europe that seemed likely to throw light on features to be incorporated into this building.

In providing the merchandise worthy to occupy such a building it was only natural that the same consummate thoroughness should prevail. The first imperative requisite was, is, and for many years has been, to know beyond all doubt what constitutes the best. What manufacturer, anywhere in the world, is supreme in his line of business? What materials are the best, and why? Wherein might the best be improved? Who is, beyond all doubt, the highest authority in the world on this or that subject? What do all such authorities know? How do they know? How can we gain that knowledge? How can we embody it into the merchandise?

Such is the spirit back of The Store for Men.

Such are the ideals and standards incorporated into every detail of the business. Upon this basis we invite every man in Chicago to read every page of this book.

Following this are forceful talks on the merchandise that "The Store for Men" carries. These talks are straight from-the-shoulder and are masculine in every line. They are of an interesting nature and carry conviction. From beginning to end there is unity of thought and expression and an absence of fancy, meaningless phrases. The center spread of the booklet shows the men's grill. It is an admirable drawing of an admirable place for men to congregate and appease the wants of the inner man.

The last page of the booklet has been given over to a reproduction of the famous Marshall Field & Company "Idea"—an idea that this progressive house ever lives up to:

To do the right thing, at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

The booklets were delivered by motor trucks—beginning March 18th—to a selected list of names. And they created a sensation among those who were fortunate enough to get them.

Two days later, March 20th, *The Chicago Tribune* and *The Post* each carried a full page advertisement called, "The Store for Men," showing the Washington Street entrance of the store. Just thirteen lines of copy were contained in each advertisement in a space that measures about 6x5 inches, the copy appearing in the upper left hand corner of the advertisement. The drawing of the store is more effective and possesses greater attention-getting qualities than nearly all copy and a small drawing. *The Chicago Herald* carried the same advertisement on March 21st.

On the last date mentioned, *The*



*Chicago Examiner* and *Chicago Daily Journal* also carried ads., but the talks were on STYLE. Size of ads., four columns wide x 15 inches long. These were reproductions of the same arguments as set forth in the booklet itself, except without illustrations.

On March 22nd, *The Chicago Tribune* and *Evening American* carried an ad. called, "THOROUGHNESS." This message was based upon a portion of the introductory pages of the booklet.

And so on, Marshall Field & Company ran advertisements in every one of Chicago's leading newspapers up to and inclusive of April 5th. The advertising was split up among all the papers, thus giving wide distribution to the idea.

For the most part, the newspaper advertisements carried reproductions of copy and illustrations from the booklet itself. All told, thirty-six advertisements were carried in Chicago papers from March 20th to April 5th. The investment to Marshall Field & Company was in the neighborhood of

\$7,000.00 and to this must be added the cost of the booklets, about \$25,000.

So you see, the story of "The Store for Men" has not only been told in an out-of-the-ordinary manner that arouses interest, but the interest has not been allowed to lag. The booklet was brought out first. It was the opening shot in the campaign. The newspaper advertisements then came along and they served to drive the message home and to the greatest number of people.

Those who have seen the booklet herein described are loud in their praise of it and pronounce it a remarkable piece of advertising matter. In design, size, shape, illustrations and character of type, this booklet admirably meets its intended purposes—the creating of a further confidence in Marshall Field & Company on the part of the men of Chicago.

And it is also the answer, a most emphatic answer, to the all-absorbing question as to whether or not one should advertise in spite of the chaotic and unusual conditions now confronting us.

## Direct Advertising for Conventions

By R. L. Jenne

A good attendance at a convention—whether butchers, bakers or candle-stick makers—doesn't just happen. Behind the crowd is promotional work of the right sort. And what that right sort consists of is the meat of this article.

**H**OW to use direct-mail advertising to solve the problem of convention attendance and to promote membership increase, is a matter that I know will interest readers of THE MAILBAG. In the past few years I have handled a number of such campaigns and always with uniformly good results.

Letters and folders have been used, with little variation, as the medium. The men addressed have a vital business or professional interest in attendance. It means fraternizing with their fellows, of business or craft; it means betterment of many conditions that

affect them in common; it means opportunity for the exchange of ideas.

Folders have been used to stiffen allegiance to the organization on the broad general principles of service for the common good, and profit for the private pocket. The printed piece lends itself well to this more formal and eloquent form of message.

Letters have been used where the message to be conveyed was an intimate personal one, such as attendance at the annual banquet. To eat or not to eat, of course, is always a personal question. I have used letters to con-



vey the convention message of sociability and fellowship.

The average organization sells a membership for \$5 a year. Few charge more. This does not provide much money for association work. Most of the state organizations have a secretary, without pay, or a man who is paid merely a nominal amount. To get members and attendance for conventions, they are forced to utilize the most economical method of selling the organization and the convention to prospects. That, of course, means direct-mail. It is the only sales method that is 100 per cent selective.

Several years ago there was an organization of retail furniture dealers ready for the undertakers, who, by the way, made up most of the prospective small town membership. Out of a possible 400 members, the attendance the previous year had been 28. A series of three letters and a folder, at a total cost of \$158, brought 130 attendance, and by staging a special drive for payment of dues after the convention opened, more than \$400 was collected, and some 150 tickets were sold for the banquet at a profit of 50 cents each to the organization.

In the case of the Indiana Ice Dealers Association, the membership comprises about ninety per cent. of the dealers of the state. The present strength of the organization has been reached and held by direct advertising, such methods as I have outlined having been used now for three successive years.

The last convention increased membership dues to \$10 without any appreciable falling off in either payment or membership, according to the secretary's report. Two folders, self contained, with an application blank on the back, were mailed, and one letter.

The first folder copy struck a "profit" note and held to that idea throughout, emphasizing at the same time the duty of the industry to the public. It was intended to be timely, to make a big

fundamental appeal that would bring attendance, and at the same time hold every man in line for organization.

Reasons for joining were made a part of the folder, both to hold old members in line and to induce new ones to join. This piece brought three applications.

The main body of the message was as follows:

The call for economy has hit the ice industry.

When profit and expense run neck and neck, then the owner of the business is leading them both by the nose.

—and it takes some wind and some worry.

In this sort of race, the ice dealer is not running a business, the business is running him.

If your business is running you, if the call for economy has hit you too hard, then you need the convention.

If you are running your business, then the convention needs you.

The convention tells you how now.

You cannot afford to overlook the how or the now.

It may be that the other fellow cannot do much with your ideas.

It is quite possible that you cannot do much with his.

But both of you can profit by talking about them.

If you have a dollar and I have a dollar and we swap, neither one is any better off.

But if you have an idea and I have an idea and we swap, then both of us have two ideas. That is the convention spirit, and you can hardly come without striking brand new sparks from the flint and steel of give and take.

Don't stay home and jeer, but come out and cheer.

Get hold of the enthusiasm, the electric spark that fuses the ideas you get into the action that wins.

The date is March 6-7, the place the Severin Hotel, and the business on hand is your business.

Both of the first and second folders were printed in two colors, and both have used the same sort of attention-getting device, a sentence split in the middle with sense incomplete, printed in red, and finished on the inside of the folder. Both carry the same ten reasons for joining, as follows:

#### I WILL JOIN BECAUSE

1. I owe something to the development of the industry of which I am a part.
2. The industry needs an organization to work for uniformity of state laws.

3. There should be some organized defense against unfair attacks upon the industry.

4. Because the convention point of contact is necessary to co-ordinate and supplement the educational work of trade journals.

5. Because organized effort is necessary now, as in the past, to obtain attention for the transportation problems of the industry.

6. I need the convention as a sifting ground for ideas.

7. I need the annual opportunity to get away from the details of my business to mingle with the crowd that is thinking management.

8. I need an opportunity to give away my ideas. It is the only way to find out whether they are worth anything.

9. It is my interest, my business, my big brother of defense and advancement, my school in business fellowship.

10. I will join because I need the association as much as the association needs me.

The body message of the second folder carried a little farther the idea that the industry must go the limit to keep the price of ice, the great food conservator, at as low a level as possible. This in spite of big increases in all ice-making costs. This copy also wove in a thread of the "profit" appeal.

It ran as follows:

With all the overhead and underneath at higher cost, there must be a good grip taken on the wrench.

Internal tightening must come before external relief can be sought.

With food a war necessity and conservation a war cry, the industry has a public obligation to make it as easy as possible for every one to conserve food.

More than ever before our purpose must be public service first.

In this crisis serving the public first is serving the country well and character more.

And he who serves the public first, serves himself no less, for in every business the straight way to private profit is on the highway to public service.

Your problem is an individual problem for which you need ideas and inspiration.

Inspiration and enthusiasm are born of a crowd. You may jeer alone, but when you cheer you are in a crowd.

No problem is too big to knock down, if you have the necessary idea to club it.

Big or little, we all need each other. Big or little, we all owe something to the industry of which we are a part.

The convention is the place to collect ideas, generate enthusiasm, and pay our obligations to the industry.

At the Severin Hotel, March 6-7, 1918.

RESOLVED, That It Is My Business and I Will Sit In.

The letter was the last piece used, and two banquet tickets, numbered and credited to the man or firm addressed, were enclosed, with request that they signify what they intended doing about attendance.

It was important that it be known how many would be seated at the annual dinner, so this was made the reason for demanding action. The implication was left that the tickets were to be returned or paid for, and the result was a perfect rain of replies, some enclosing check for the tickets, some returning them, or signifying a purpose to keep them and pay on arrival. The letter ran as follows:

Gentlemen:—

There's a French chef and an Irish steward at the Hotel Severin and between the two of them I am going to have a sweet time unless I can tell them in time how many plates to set for the annual dinner of the association.

Of course I can get along all right with Callahan, the steward, but Jacques will have to get what I have to say by the semaphore or wig-wag system, because the only way I talk French is on my fingers.

So, to help me out of any conversational tangle with this gentleman, suppose you let me know promptly on receipt of this whether you will be present.

The two dinner tickets enclosed have been charged to you by number. Return them if you are sure you cannot use them.

However, the thing to do is to come.

It is your convention, and the crowd is your crowd. They are coming together for the good of your business, the program was planned to help you, and what is done will benefit you in some degree.

You cannot get the good in all of the splendid program by proxy. You will have to come in person. So, chalk up the date on your calendar and come.

Yours for co-operation,

After the convention five new members had been added. In view of the fact that this number was culled from a possible thirty-two, that being the number outside the organization, it speaks very well for the effectiveness of the method.

With some organizations that I have worked for it has been possible to interest salesmen visiting the prospective members in the routine of his calls, in carrying application blanks.

## From Armor Plate to Razor Blades

By William Wolfson

A. W. Pressey, Lieutenant, U. S. N., Retired, has built up a mail-order business in sharpening razor blades that is absolutely unique. This article tells the clever way he develops business and it will hold your close interest from beginning to end.

"I WANTED to be a mail-order man for quite a number of years. I studied it, worked on it. I found that many experienced advertising men maintained that in the mail-order field there was no male animal—it was the woman who bought even the things for her men-folk. The bargain price is, of course, the all-important lure. But I decided to conduct a man's mail-order business, and do it on the basis of service and quality."

So stated A. W. Pressey, Lieutenant U. S. N., Retired, the sole proprietor and director of the Parker-Warren Company, which is a most unique "endless chain" sort of mail-order business.

Lieut. Pressey, who is a graduate of Annapolis, and who sold real estate after being placed on the retired list, has been a razor doctor since June, 1913. He gives first aid to dull blades, safety or regular, and returns them with beard-removing edges in trim shape. And he secures his customers from two sources: classified advertisements cut to minimum lines, and from his metamorphosed Pandora's Box containing the much desired forces of Attention, Interest, Persuasion and Action.

The box is of wood, sized to assume the proportions of a rectangular cake of soap, and reinforced by a band of waterproof brown cloth running along its lower half. "I could have put up a nicer box for less money," remarked Lieut. Pressey; "either of metal, with design lithographed, or of cardboard. I decided upon the wooden box, however, since such mailing cases are now rarities; and I made it look too good to be thrown away. It is usually kept with all enclosures for a long time, until eventually used."

The cover slides in and out of grooves,

and is securely fastened by colored waxed twine maintained in position by eight little notches thoughtfully provided. The outside of the cover bears a neat label on which your name and address is written. A similar label is pasted to the inner side and carries the mailing address of the Parker-Warren Company.

Under the cover appear a few 2½x 2¼" postcards, of brown bristol printed in green, which combine a little sermon on cost with a form used in requesting a mailing box. They are intended for distribution to interested friends. Beneath these is revealed a little 4-page circular, describing the service, quoting prices, giving instructions for ordering, etc., and finishing off with hints for a head barber shave. This circular is naturally lifted to get at the blades, apparently next, and then comes the big surprise—a layer of snow white, good old fashioned popcorn—which is explained by the text as follows:

### REDGE POPCORN PACKING

*Not a joke, but an original practical idea.*

We use popcorn for packing, because—

It is neat—makes no mess.

Light weight—it saves postage.

It is elastic—holds blades gently and securely.

Absorbs moisture—protects blades from rusting.

Use paper—crumpled up LOOSELY, if popcorn has disappeared.

Lieut. Pressey's prices for resharpening blades, while only a few pennies apiece, are fifty to one hundred percent higher than those of his competitors. The two extracts, immediately below, taken from his circular, show how he disposes of competition and scores high on his own service:

"Re-sharpening" dull razor blades exists as a business because it offers to save you money. And because it is a money saving business, the more it offers to save, the easier it is to pick up customers.

Therefore, the natural tendency is to do the



work as cheaply as possible, depending on low price to "get the business." Because of this natural tendency, "Automatic-No-skill-required" machines have been made and sold. These machines as a rule, do nothing but strop blades, or else they are guilty of the bad practice of combining honing and stropping in one operation. Sometimes, stropping is all a blade needs, but every competent cutler knows that only a small part of the blades received in a day's business can be put in condition by one operation.

The man or boy who runs a so-called "Automatic" machine is like a doctor with one pill. Though he doctors all, he cures but few. Most of the men who run these machines are well intentioned but of course they are not cutlers.

Equipped to actually manufacture new razor blades, Lieut. Pressey can do almost anything with the blades entrusted to him for treatment.

Below the stratum of popcorn comes to light a small, ungummed envelope with this message on it:

#### OUR "KICKLESS KICKER"

Every time you strike a blade, re-edged by us, that does not please you, put it in this envelope to be returned at your convenience. It is the same as if you wrote us: "*Your work on enclosed blades was unsatisfactory, so I am returning them as you requested.*"

But this little "kicker" saves you the trouble of writing. It enables you to "Kick without kicking." Now, if you are displeased, and remain so, it is your fault, for we even supply the postage. And you have lost the opportunity to get wonderful shaves for very little money, just as you almost had it.

Should you have occasion to use this envelope you receive, in return, an acknowledgment like this:

We want you to call on us to make good—not just once, but every time occasion requires.

P.-W. Co.

Somewheres within this wonder box you then find a piece of string provided against the time you will return used blades; also a double-spread booklet with oiled leaves, between which to insert blades awaiting return; also your re-edged blades individually wrapped with the exception of two which are bundled together which you are requested to preserve for final use while the rest are forwarded for another sharpening; and you also discover return postage stamps, perforated with the initials of the company, and reposing within glazed tissue envelope

possessing a big flap gummed on both sides, and bearing this message:

#### "STOP THIEF" SAFETY ENVELOPE

A *secret provision* makes this envelope particularly safe from pilfering provided directions are followed. Since we assume ALL risk of loss help us by following directions exactly.

Enclose money—*nothing* but money or stamps. Avoid removing money once inserted. Wet both sides of envelope flap; seal, and put in Boxette before anything else, so it will stick fast to bottom. Use stamps to make change if handier—currency preferred. If you send too much, we will return your "change." Use as many of enclosed stamps as needed, but for mailing this Boxette *only*.

They are the property of the

PARKER-WARREN CO., NEW YORK

"Procrastination is the bugaboo of the mail-order man," commented Lieut. Pressey, "so I negate it. No writing is necessary; string and postage are provided. You send more than the needed sum if more convenient, receiving your change with the sharpened blades."

I could not refrain from showing the box and contents to several of my friends and casual acquaintances, who took away the postcards within it, and used them. Undoubtedly other recipients do the same, and in this manner each patron becomes a living, enthusiastic advertisement. Then too, you are invited by Lieut. Pressey to send names to the company and to these names boxes are forwarded. These go complete save for the blades; and on the very top of the contents is a little sheet 2x2 $\frac{1}{4}$ " printed in red on one side, and so folded as to present one-half of the blank side to the eye of the reader, and upon which is written "Compliments of Mr. So and So." The printed matter reads, "Ordinarily we send this little Boxette only to those who ask for it. This is an exception. If you have no use for it, please send it back. Stamps are provided. But, if you think you might send us some blades within the next few years, we want you to keep it."

Lieut. Pressey is now again on active duty in the Navy, and because his time is thus occupied he has discon-

tinued advertising and remains content with what new customers the business itself creates and retains. He has sound ideas for future promotion, however, and sooner or later intends to add new lines. One will be quality articles not usually stocked in small centers; another will be that of toilet articles men shrink from purchasing

across the counter because of their feminine associations—as a perspiration deodorant, for instance. These will be marketed with trivial selling expense through employment of the wooden carrier, and featured through an interesting booklet enclosed therein. The blade sharpening business with its periodic contact will do the trick.

## Leaves From a "Fixer's" Notebook

By Michael Gross

In this third installment of "Leaves" you'll get some more of those practical pointers which have made the series so popular with our readers. We don't know how many leaves this notebook has, but fortunately Mr. Gross hasn't written "finis" as yet.

### CASE J

**C**LIENT—Unity Sales Company, jobbers of ice cream freezers which they sold by direct-mail to farm women. Carried several lines in stock, and, as the margin of profit was practically the same on each line, did not feature any particular brand.

*Error Number One*—The initial letter to the prospect contained the paragraph: "As every woman who has looked into the subject knows, there are three good ice cream freezers on the market. They are the Gem, the Arctic, and the Crystal. Some women prefer one, some another. We carry all three brands so you can take your choice." This statement was followed by a necessarily brief description of each of the freezers mentioned. Wrong, for while the prospect was vacillating between these three products, a competitor's letter would come along, make a forceful drive on one particular freezer, give good reasons for its superiority, and, by riveting the housewife's attention on one thing at a time and one thing only, would claim her attention and nail the order.

*Error Number Two*—When the first fault was called to the client's attention he immediately came back with the retort: "It would be impossible to write a complete letter around any particular one of these freezers. What could we tell a woman about it that she

didn't already know?" The ages-old fault of "blindness to the obvious" so common to manufacturers and dealers. Because this concern knew every detail that made their products superior, they took it for granted that the customer was fully as well informed. A ten-minute conversation brought out four striking, practical, and exclusive features in one of the freezers—the least expensive of the three, by the way—to each one of which, however, the client exclaimed: "But everybody knows about that; why make a fuss over it?" Despite this complimentary attitude toward the prospects, a new letter was prepared. In it, the freezer selected was the only one spoken about, and its four exclusive points were prominently displayed. This letter was mailed to the list, with the result that the entire product was sold out three days after receipt of the first answer. This, however, led to:

*Error Number Three*—Orders kept coming in even after the stock was exhausted and were handled in the following manner: The remittance was kept and a letter sent to the customer stating that the particular brand of freezer her order called for had been all sold out, but that the concern had another product in stock which was much superior to the original freezer offered. This brand, as the prospect could easily see by consulting the cata-

logue enclosed, sold for ten dollars more than the first freezer—the letter continued—but as the company felt it was at fault in not adequately anticipating the demand, it would let her have this more expensive product at an additional cost of only five dollars. The company would hold her remittance—the letter ended—until she sent the extra five and then would immediately ship the higher-priced cooler. This letter was wrong on three points:

A—The company should not have kept the money. It was not theirs to keep.

B—Reading this second letter could not but help give the impression that the original offer of the low-priced cooler was merely a “come-on game” so to speak, to get the prospect’s money, after which she was to be sand-bagged into sending five dollars more rather than lose the initial payment.

C—Although the statement that the second freezer sold for ten dollars more was true in every respect, the prospect, in the light of the way she had been treated, not only disbelieved the assertion, but lost all confidence in the original offer being as represented, and wanted her money back. Changed this plan so that on all orders that could not be shipped for lack of stock, the money was to be immediately returned, together with a sincerely-worded letter of regret. In the mail following the one which brought the money back to the prospect, was sent another letter and a booklet featuring the higher-priced freezer. This letter opened with the hope that the prospect had received her remittance in good order and then mentioned that, as the company assumed the entire fault for not being in a position to meet the demand, they were willing to make her a concession on the higher-priced freezer shown in the booklet enclosed. As she could readily see—the letter continued—this product sold for ten dollars more than the original freezer offered, but owing to the inconvenience she had been caused, she could have it

for an extra five dollars. By this procedure the prospect, put in a good frame of mind at getting her money back so quickly, and feeling confident that the firm would show itself just as “square” in all future dealings, readily took it at its word regarding the value of the second freezer, a fact amply borne out by the number of orders received at the higher price.

#### CASE K

Client—Mail Order Supply Company. Conditions due to the war had caused a falling-off in orders and client, looking for a way to save money, decided to cut down on the expense of direct-mail work to prospective purchasers; to eliminate, as a war-time measure, the “Dear Sir,” “Dear Madam,” “Yours sincerely,” and other salutations and complimentary endings. The plan also included leaving the letters unsealed to save postage. Client had estimated that the elimination of salutations alone would save each stenographer at least two hours a day, which she could devote to other work. Told client that the object of all direct-mail solicitation was to *make* money, not to *save* it; that the small amount saved by eliminating the salutations and closings would be more than eaten up by the subsequent loss of sales due to this radical departure from the usual business letter; also convinced him of the fact that life, after all, was more than a mere sordid chasing after the almighty dollar; that the little amenities and courtesies were still very much worth while. With regard to leaving the envelopes unsealed, a weightier argument could be applied. The product sold was a strictly personal one. To send it unsealed would make it possible for the office boy or the stenographer to inspect the contents of the envelope, a fact that was bound to jeopardize the returns. Suggested the following methods:

1—Of Napoleon it was said that he looked over his mail but once a fortnight, his idea being that at the end of

two weeks one-half of the correspondence no longer required an answer, while events had answered the other half. This plan may be extreme for a business man but the moral is plain. Do not rush to reply to every letter you receive. If you cannot answer an inquiry at the moment, but will be in a position to do so the following day, don't dictate a note saying you will look the matter up and then write again. Wait the day, get your information, and then make one letter of it.

2—Don't acknowledge receipt of circular letters, the subjects of which you are not interested in, merely to tell the writer how sorry you are, and don't write answers to letters that do not require them.

3—Do not write and ask if goods you shipped have been received. If the customer does not get his stuff he will let you hear from him quickly enough.

4—Do not acknowledge receipt of checks, but be sure to mention the fact that you have discontinued the practice on the bills you send out. The cancelled check is a legal receipt.

5—Use large-size out-look envelopes for outgoing bills. They save time in folding, addressing, and also prevent the oft-recurring mistake of getting the wrong bill into the wrong envelope.

6—Remember that a card larger than the government postal, provided it does not bear the words "Private Mailing Card" on the face, goes under one-cent postage. For oft-received inquiries from customers who have bought your product and merely want a point of information, get up a nice tinted card, about 4 x 6, with a neat border and your heading at the top. Have room for the address and then the printed words: "In answer to your inquiry of the....." A card like this, if made up artistically, creates a better impression on a customer than would a letter, for it can be easily referred to. Incidentally, it is a time, postage, and money saver.

7—Be wary with your collection

letters. These are parlous times; give a customer a chance. Sending a collection letter three days after a check covering a bill should have come in, is bad. Not only is such a letter unnecessary, but it arouses antagonism in the customer's mind and makes him feel he's going to make you wait for your money "just for spite."

#### CASE L

Client—New Method Short Hand School, originators of a short-cut system of phonetic writing, the claim being that once having mastered it, a stenographer would increase her efficiency to the extent of receiving a raise in salary. Client had hit on what he believed was an efficient way to secure a mailing list of stenographer prospects. Close observation had convinced him of the fact that the various moving-picture magazines—those circulating among the film-fans, not the actors—were mostly read by stenographers. In other words, stenographers were the original dyed-in-the-wool movie fans. Acting on this premise, he inserted a ten-line teaser advertisement in each of the leading movie magazines. The copy merely stated that by answering the announcement any stenographer would be told how she could easily earn more money. Two days after the magazine appeared on the stands, answers to the advertisement came pouring in. Each prospect was sent a full prospectus of the short-hand course, together with testimonials showing how a knowledge of the new system had, in a very short time, increased the salaries of hundreds of other stenographers. The returns from this initial mailing, however, were conspicuous by their prolonged and persistent absence. Client was at a loss to understand or account for the lack of orders. The sales-literature had been prepared by an expert in direct-mail work—a man who held a country-wide reputation for writing copy that sold the goods—and yet his stuff was not pulling one answer out of



a hundred. Investigation proved conclusively that the fault lay, not in the sales letters and other literature—which was written up as good as it was possible for it to be—but in the fallacy of the client's reasoning in choosing his method of securing a list.

The primal mistake, and the one which struck at the very heart of the proposition, was the choice of medium through which the list of prospects was made up. While it was a fact that stenographers *did* constitute the largest proportion of the circulation of a moving picture magazine, it was a just-as-easily proven fact that the reason these particular girl readers *were* interested in motion pictures was because, down in the heart of each one of them, each imagined herself an embryo Mary Pickford, lacking only the opportunity to make that cute little lady with the curls look like the end-girl in a Coney Island Chorus. In this state of mind it was but natural for each reader to answer an advertisement, appearing in a movie magazine, that offered a chance to make more money. But the real reason for answering was one that the client had entirely overlooked. These girls did not write because they wanted to earn more money as a stenographer, but because, having "movie" aspirations, and finding the advertisement in a movie magazine, led them to believe that the money the announcement spoke of was to be made in a picture studio as a movie actress. The truth of the supposition was proven by the fact that my client's list, on being sold to a school that taught moving picture acting, pulled phenomenal results. Working on the theory that stenographers who were really interested in their work as a profession, and who were ambitious to succeed in it, would seek every possible means to keep up to date with their studies by reading at least one of the magazines devoted to stenography and typewriting, we placed a full page advertisement in the leading publications of this nature. The replies were not as numerous as under the first plan, but cir-

cularizing the list with the same literature pulled far beyond all expectations, and proved, without a doubt, that the movie magazine list used in the initial campaign was to blame for the absence of orders.

#### CASE M

Client—Continental Credit Company, manufacturers of office furniture sold on the installment plan. Head correspondent was a direct-mail acrobat; a performer of startling stunts that pleased the boss by their superficial cleverness; made the stenographers exclaim "Aren't you clever!" gave the printer hysteria to set up; and then, as a grand finale, went out to the mailing list and failed to pull orders.

*Error Number One*—The first stunt discarded was the correspondent's best liked pet, and condemning it nearly gave him heart failure. It was a folder that showed nearly every piece of furniture carried in stock. When opened it was about three feet long by eighteen inches wide. Not only would a prospect get blue in the face and a stitch in the side unravelling this yard measure, but, after the folder was finally opened, he would have to be a contortionist to read it, and a memory expert to remember the beginning when he got to the end. Substituted for this folder a six-page tinted booklet, size 8x10, wire-stitched, with self cover, large readable type and ample margins on each page to take away the crowded look, due to the amount of copy it was necessary to use. This booklet went out in a similarly tinted envelope, together with a short letter soliciting a trial order on a specially-priced article marked with a crayon check in the booklet.

*Error Number Two*—The second stunt to be eliminated was another "clever" piece of sales talk. It consisted of an eight by ten envelope on which appeared the address of the prospect and the words "You're mighty near a real bargain; look inside." On opening the letter the prospect drew

out a second envelope which bore the statement: "Getting nearer, old man, keep it up." This envelope contained a third on which was printed another encouraging message to look further. Enclosed in the third envelope was a fourth, also bearing a terse statement regarding the nearness of the impending bargain. Dazzled by the cleverness of the idea, it had never occurred to the correspondent that by the time a prospect got through fussing with this infernal contraption he would be so incensed when he finally reached the message, that it would have to offer him a house and lot free to put him in anything like a good humor again.

*Error Number Three*—In an effort to get a personal touch into his correspondence, the direct-mail acrobat was sending out a stencil process letter which began: "My stenographer just came over to my desk, and, in the course of conversation, asked me why it was that we haven't heard from you lately. Her question set me wondering, so I thought I would write and ask you to tell me frankly why you have stopped trading with us." Setting aside for the moment the fact that a man must surely be tending strictly to business if it is necessary for his stenographer to remind him that his customers have stopped buying, consider the shallow and insincere impression this "personal touch" made on the customer. He could see that the letter was stencil processed and knew that, unless the stenographer carried the names of every purchaser in her head and could rattle off a few thousand at a time that weren't buying, the opening statement of the letter was a lie. Also the fact that it was a processed letter convinced the prospect that he was not the only one who had stopped buying. It showed that so many customers had done likewise that it took a machine-printed letter to circularize them. Eliminated this sad attempt at the "personal touch" entirely.

*Error Number Four*—Delivered the final knockout and nearly drove the correspondent to his suicide or my

murder when orders were given to discontinue the printing of advertisements on the backs of installment-due bills. The correspondent had, or at least thought he had, three gilt-edge reasons for continuing these advertisements. One was that they "linked up" as he expressed it. If a man bought a typewriter his installment-due bills were sent to him with the advertisement of a typewriter table or some other accessory printed on the back; if he bought a set of business books the reverse side of the bill would show an advertisement for a book case and so on. Reason two was that this form of advertising was cheap. It required no extra paper, postage or labor. The third reason, and the crowning one from the correspondent's point of view, was that after the bill was paid and receipted the prospect kept it and thus the advertisement on the back became a perpetual one. Met his three reasons with three counter ones, and the president of the concern ordered the printing on the back discontinued. *Reason one*—The face of the bill told the customer who received it that he had to pay some money—never a cheerful message at best. The advertisement on the back, telling how to spend still more money, aroused a feeling of resentment. Prospect thought: "Can't they wait until I pay off one item before trying to nail me for a second." *Reason two*—In opening the mail there was a chance of the customer taking out the bill with the side bearing the advertisement facing him. In that case, under the impression that the enclosure was merely a circular, he would favor it with a glance, consign it to the wastebasket and the firm would be out the payment for that month. *Reason three*—If the article featured on the reverse side of the bill was a real bargain—one that the prospect felt he ought to take advantage of—he would use the money set aside to pay the installment due on his first purchase to buy the article advertised, letting the installment lapse.

## Lessons in Letters—Number Six

By Harry M. Basford

Do you know the right way to answer inquiries? Surely—but it won't hurt a particle to study this letter and its analysis, for it's an excellent instance of the right way.

### THE RIGHT WAY TO ANSWER INQUIRIES

WHILE great tact is required in answering inquiry letters so as to get the order, it is not only possible but very probable that the order will follow the right kind of a reply to the genuine letter of inquiry.

The first essentials are to answer all questions satisfactorily, to correctly gauge the correspondent's attitude so as to make the letter fit in with this harmoniously (this may require a personal letter).

### THE LETTER

1. We have just received your letter asking about the new "Tourist Dresser" Trunk and by this same mail, I am sending you an illustrated booklet, that will be helpful in selecting the style and size of trunk best suited to your particular use.
2. "Tourist Dresser" Baggage is built on entirely different principles from the old fashioned trunk or chest that our grand fathers used because there was no better. We set out to produce a portable wardrobe, not a box, and instead of a till and perhaps one or two inside compartments, we have systematically arranged the whole interior so as to provide a special place for every piece of clothing and toilet articles that a traveler is likely to use. Every square inch of space is utilized. It is easy to find any particular article and you can use the trunk as a convenient dresser if you wish.
3. Please note particularly the

illustration on page 8, that I have marked. This shows just how the trunk appears when placed in your room at the end of your journey. Everything is easy to find and you don't have to break your back fumbling over fifty different articles to find the one you want.

4. Experienced travellers write us how thoroughly they enjoy the "Tourist Dresser" trunk. Heretofore a trunk was a painful necessity rather than a comfort or a convenience.

Strength without unnecessary weight. New ideas in the interior arrangement. Style in its neat, attractive exterior. These are the things that make "Tourist Dresser" trunks the best in the world today.

- 5.
6. Sizes, weights and prices are given in the booklet and the Popular Department Store of your city can show you the trunks in the various styles. If you prefer to order from us direct, you may do so by style number and size. If you order direct, please send remittance with order and the baggage you prefer will be safely crated and shipped as directed.

Sincerely yours,  
Tourist Dresser Trunk Co.  
Sales Manager.

### THE ANALYSIS

1. This indicates prompt attention and the booklet referred to is presumably complete in description and illustration, leaving to the letter

the duty of properly introducing this piece of advertising and emphasizing a few special points.

2. The article inquired for is here briefly described, its principal features enforced—the convenient arrangement being most prominent.
3. More description and the reference to a particular page is an excellent method of drawing attention to the booklet. The reference to breaking "your back" will ring true to every user of the old fashioned trunk with its capacious bin below the one or two trays.
4. Here is the recommendation by others—not forced nor boastful.
5. Strength and style are here introduced as new points and "Best trunks in the world today" indicates a substantial popularity and standing.
6. Referring the prospect to a local dealer is a good way to make it easy to order and the prospect is also informed that the manufacturer will fill the order direct if desired. The signature, with title of sales-manager, indicates that the inquiry has reached the head of the selling department.

#### THE APPLICATION

In answering inquiry letters, the first thing is to tell the correspondent what he wants to know. Do this at once. Place before him full information about the subject. Arguments can come later, but recognize the prospect's attitude and play to that. Form letters may sometimes do this satisfactorily but if the sale involves an expenditure of several dollars—a personal letter is worth while.

A pertinent comparison between other goods and the ones offered is

effective when it can be done without appearing like a "knock" at a competitor.

A description of the article or its salient features should come early in the letter and this is one of its principal parts. This description should be definite, plain and to the point.

To ask the reader to refer to a particular page in a booklet is an excellent way to direct the attention to some particular thing. It is a strong trait of human nature to do as one is told in such matters. This is exemplified in the custom of school children who will look at page after page of a book that has been marked "Look on page..." Grown up men and women seldom outgrow this habit of following a plain suggestion.

Getting someone else to praise your own goods is another valuable policy in replying to inquiry letters. This recommendation may be direct or implied, as in the "Model." Librarians know that if a certain book is marked on the cover "This is a fine story" many persons will read it who would otherwise pass it by.

The idea of referring a prospect to a local dealer is good if the manufacturer is properly represented in a retail way. Many mail order houses sell only direct and letters to their prospects should close very strongly—urging prompt action. The enclosed order blank or postcard for reply is successful in many cases—anything that makes it easy and convenient to order will increase the sales.

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The next installment of this series will be on "Making the Follow-up Letter Pay."

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THERE are several thousand changes in business in this country every business day. A mailing list compiled today will show a change within a year of from 15% to 50%, depending upon its nature. With this condition true, it should not require much further evidence why you should keep your mailing lists revised.

## Now, Speaking of Good Taste

By Maxwell Droke

Here's a friendly little difference of opinion that will interest you. Thomas Russell vs. Maxwell Droke. Ringside seats for all, and thumbs neither up nor down. You be the judge and jury and decide for yourself, for we really suspect that our English friend will be there with a come-back.

"GOODNESS gracious alive!" That's what I said to Friend Self, when I picked up THE MAILBAG for February, "That distinguished gentleman, Mr. Thomas Russell, of London, England, has gone and accused me of violating the rules of good taste. And the worst of it is that I have a sorta sneaking notion that maybe Brother Russell is right about it."

You see, it all came about this-a-way. Once upon a time I wrote a letter. I liked that letter a whole heap. And not being particularly modest by nature, I sent it to THE MAILBAG as one of the exhibits in an article on the gentle art of sales-lettering. But Mr. Russell didn't like the letter "atawl," and being a clear-thinking gentleman of decided opinions, he spake after this fashion, saying:

Another British characteristic to be reckoned with is dignity. THE MAILBAG, October, 1917, printed a form letter that began:

"Just a little chat about buttons and socks and suchlike things.

"Goodness! How busy housewives do hate to sew buttons and darn socks."

and ended:

"Our telephone operator is waiting now, this very Monday morning, for YOUR call. Both 'phones, to be sure.

Monday morningly yours."

In Britain it would not be thought good taste to address a stranger, or even a customer, like this and I venture to doubt whether it is good taste anywhere.

Now, as I hinted before, there may be a deal of truth in the criticism of our eminent English friend. Honest to goodness, folks, I don't know whether that letter is in good taste or not. In fact, I haven't a very clear and well-defined idea as to just what constitutes good taste. The only alibi I have to offer is that this communication, with two equally unconventional

companions, brought in a goodly volume of brand-new business for a certain Southern laundry.

Somehow, I just can't be dignified. I guess maybe my air of reckless abandon is an inherited tendency. My dad was president of a small mid-western university, and had the privilege of tacking 'bout half a dozen assorted letters of the alphabet onto the end of his name. But he seldom used 'em. And nobody ever thought of addressing him as "Doctor" Droke. Land sakes, no! He was too much of a human being. So, you see, I got a wrong start—at least from a British standpoint.

Quite a few folks don't like my letters. I know that to be true for the very good and sufficient reason that they have taken the trouble to write in and tell me so. And than, again, almost every day I receive friendly little notes of appreciation and commendation. My letters have made for me several hundred "correspondence" friends in the past few years. So, all in all, I guess things just about even up.

I couldn't write any differently if I wanted to, and I'm not at all sure that I want to. 'Taint no use trying to please everybody; it just naturally "can't be did."

But I started out to talk about good taste, didn't I? After all, though, who among us is capable of defining, cataloging and card-indexing this thing, good taste? Who shall say that such and such things are in "good taste" while this, that and t'other couldn't possibly be admitted to the inner circle?

For instance, I can't get real enthusiastic over the literary offerings of one Robert W. Chambers, while The-Lady-

Who-Lives-Across-The-Street literally haunts the newsstands, seeking the latest issue of *Cosmopolitan* (advt.). Now, does that prove conclusively that she is an individual of poor taste? Not any to speak of. If we all held the same opinions and couldn't have the pleasure of arguing with each other, what a humdrum old world this would be.

Do you know, I really believe that we advertising folks spend entirely too much time worrying about "literary style." As I figure it, my one job is to *sell things*. If my copy is natural, human, persuasive, I don't give a continental darn whether or not it passes the Henry James test for simon-pure literature.

Brother Russell seems very much perturbed at the idea of addressing a "stranger" in anything but the most conventional terms. Why, bless your soul! The inhabitants of the world, for me, are divided into just two classes, "The Folks I Know" and "The Folks I Don't Know." I don't just exactly like that word, "stranger."

When I go out to make a call on one of those "Persons Whom I Do Not Know" (as Mr. Russell, perhaps, would prefer to put it) for the purpose of selling him something, I usually don my most cheerfulest grin, and try to inject a little warmth and cordiality into my sales talk. And I cannot for the life of me see, when I "talk" to the same person by mail, why a bit of sunshine and friendliness should be out of place.

What do you think about it?

LEST you slide into the lazy habit of forgetting those of your organization who have answered their call to the Colors, we tell this rather condensed story of what one concern is doing.

This concern has more than three hundred stars in its Service Flag—and is in touch with every individual represented by a Star.

When a man leaves to join the Army or Navy he is given a post-card and asked to send it in just as soon as he reaches Camp and is assigned to his company. When that card comes back the following letter is mailed:

I am very glad to hear that you have arrived safely in camp and have been assigned to your Company. Now begins your new life—and you have it in your power to make it exceed the best that you have ever done in civilian life.

Keep before you all the time the great responsibility that is yours. Never forget that you have the one great job of protecting our Country and the Freedom from slavery for which it stands.

I need not go into details on what your actions should be—I'm just going to say this "Be a man!" Give yourself one hundred per cent to whatever job is given you! Then when your big job is done and you come marching home victorious, remember that you are still one of the Blank Family.

You'll find a couple of "Smileage Books" enclosed with this letter. It isn't so very much to do—but it does show you that we're right with you in this!

You'll also be glad to know that you may expect a regular monthly letter from us and that a copy of the "Center Punch" will find its way to you every once in a while.

Then we're starting a fund to buy candy and smokes to send you fellows—that ought to be in working order in a week or so.

Keep in touch with us. Remember we're always glad to do anything we can for you.

And finally remember the advice of those veterans of the early days of the fight—"Give 'em Hell—"

Yours sincerely,  
President.

The man's name is then put on a mailing list to receive a regular monthly letter sent out from the company over the signature of one of its executives.

Naturally the letters have brought in a good big bunch of replies, many of which presented opportunities to do things that the soldiers wanted attended to at home. All of the replies showed the great opportunity that exists for the writing of letters to the men in camps. One man said, "Your letter came as a God-send! I've been here two weeks now and yours was the only letter I received. I don't know where the others are, but I do say this—keep those letters of yours coming."

# The MAILBAG

*A Journal of  
Direct-Mail  
Advertising*

Mailbag Publishing Company  
Publishers

Office: 1800 East Fortieth St.,  
Cleveland, Ohio. Tim Thrift, Presi-  
dent and General Manager. Wm. C.  
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TIM THRIFT, EDITOR

July, 1918  
Vol. 2 No. 4

**I**F every subscriber to this magazine were to call it to the attention of a business friend and suggest that he subscribe, our circulation would double almost over night.

In these times the field of usefulness of THE MAILBAG is limited only where an individual or concern does not do any direct-mail advertising and does not expect to do any.

Outside of these exceptions—few in number—every business man and every business will find something of advantage and profit in this publication.

So, will you help us spread the gospel of direct-mail efficiency?

Enclosed is a subscription form. If you will endorse it and pass it along to

a friend, you will be serving him a good turn and helping us to serve others as well as yourself.

Thank you!

PROSPECTIVE advertisers, attention!

These extracts are from a letter recently received from a MAILBAG advertiser:

"In placing our first advertisement with you we just took a chance on the possible results, but THE MAILBAG has earned its way into our repeated page advertisements.

"What most surprised and impressed us was not so much the fact that it pulled replies all out of proportion with what we could reasonably expect from your circulation, but the character of the replies. Invariably they come from well rated concerns, and not infrequently from nationally-known houses.

"If the article to be advertised, therefore, can measure up in merit with the field into which THE MAILBAG will present it, we should say to the manufacturer thereof that in our candid opinion THE MAILBAG is among the best, if not in fact the best, advertising buy we know of."

And, just a few days before this, too, came in:

"It might interest you to know that more of our worth-while clients are traceable to MAILBAG inquiries than any other one source of periodical advertising, and the remarkable thing, too, is that we find that the inquiry cost is lower than any other medium we have used. Thus you are giving us Quality, Quantity and Economy, which seems like an unbeatable combination."

The experience of these two advertisers is identical with that of practically every advertiser who uses THE MAILBAG.

This magazine is a great little medium for any advertiser who has a product or service related to direct-mail advertising. That such is the case is due entirely to our readers, for they have formed the good habit of consulting our advertising pages when they want information on the latest and best in direct-mail aids and appliances. And, be assured, we're keenly appreciative of this fine support.

Some day some paper manufacturer will realize the rich possibilities for his line that exists in THE MAILBAG's circulation, and when that time comes

he'll beat his competition to a real opportunity.

ONE of our good friends sent me the following letter received by the concern with which he is connected:

I'm sick and tired of groping blindly IN THE DARK, trying to reach you with this company's advertising.

I'm spending good money to get an audience with you through the publications named on the enclosed card.

But how can I KNOW whether I am 'getting across' unless you fill out and return the enclosed card?

It's a little thing to ask, but it means a lot to me. So I've put one of those double indemnity war time stamps on it to make it easier for you to do it now.

Won't you help me to spend this company's money with my eyes open? Maybe I can return the favor some time.

Expectantly yours,  
Advertising Manager.

This recipient's comments are interesting and illuminating:

Mr. Blank is sick and tired of groping *blindly* in the dark—trying to reach me.

I heard a blind man say that he could see as well in the dark as anywhere else. When he wanted anything he hollered for it, and then reached for it.

Our friend certainly has the drag-net out for fellows who won't answer ads, but he was surely stone blind when he allowed his helper to use a red ribbon to fill-in the date line and superscription. Or is this one of those new-departure "attention arresters" that spring up ever and anon, like dropping the salutation, and dictating but not reading the letters one sends?

My guess is that if Mr. Blank handled the direct-mail advertising according to well-established lines of well-known men who have been successful at it, he would not be long in doubt as to whether his appeals were reaching responsive ears.

Direct-mail advertising is the only kind I have run across in my thirty years on the job that can be checked for results with anything resembling accuracy. But it contains plenty of pitfalls.

To all of which we might only add that MAILBAG advertisers do not find it necessary to send out such a "sick and tired" appeal, and that MAILBAG advertising is one kind that can be checked for results.

But this may be entirely beside the question.

THERE will be a Direct-Mail Advertising Convention in Chicago on October 9th, 10th and 11th. Those who are interested in attending this meeting should communicate with Mr. Homer J. Buckley, 632 Sherman St., Chicago, who will be glad to give further details.

THIS is a good time *not* to rock the boat. Do not give credence to everything you hear about business and what the Government is going to do in connection with business activities. There is a lot of loose talk floating around, and much of it originated with some Hun propagandist.

Nothing would please—or help—Germany more than to get our business world in a turmoil of uncertainties. Talk is cheap—whispering costs no more—and so we have bull-gas attacks that travel close to the ground and spread with lightening speed.

What is true of general business is true also of advertising. If you're considering cutting down on your advertising campaign, or cutting out advertising altogether—don't make the decision on snap judgment or hearsay evidence. Investigate your field carefully; get an expression of what the leaders in it intend to do, and why; seek counsel from those who are in a position know the broader aspects of advertising, selling and merchandising.

The war will not last forever. When we've won it, this little old planet is going to see some of the most intensive selling and advertising work it has ever witnessed. And when that time comes you want to be in step with the march of events, *because you've never gotten out of step.*

WE can supply some of the numbers of Volume One of THE MAILBAG, but not all of them. Hence, if you want a complete file the only way to get it is to order the bound volume, advertised in this issue.





## Buy your office supplies from this big book

We have issued this big book to bring to you the complete stock, low prices and courteous service of Horders five Chicago stores. In these days of unsettled costs it is not easy to keep posted on the prices of office supplies. This book is your buying guide against unfair prices. On its 136 pages are listed and illustrated all the supplies and equipment you need at

**Prices that do not Advance and  
Freight Prepaid**

Keep it on your desk. When you need Loose-leaf binders, filing devices, printed forms, desk accessories or any office specialties remember no order is too small to receive our careful and courteous attention.

### Order from Horder

Fill out the coupon and mail it, today. By return mail, you will receive your copy of this book — free and without obligation.

### Horders Stationery Stores

**Main Store and  
Office**  
102 N. LaSalle St.  
CHICAGO, ILL.

**Horders  
Stationery  
Stores,**  
102 N. LaSalle St.  
Chicago, Ill.

Please send the articles  
I have checked below:  
Free catalog without obli-  
gation to me. Bump Paper Fas-  
tener, \$2.25 enclosed herewith.

Name \_\_\_\_\_

Address \_\_\_\_\_



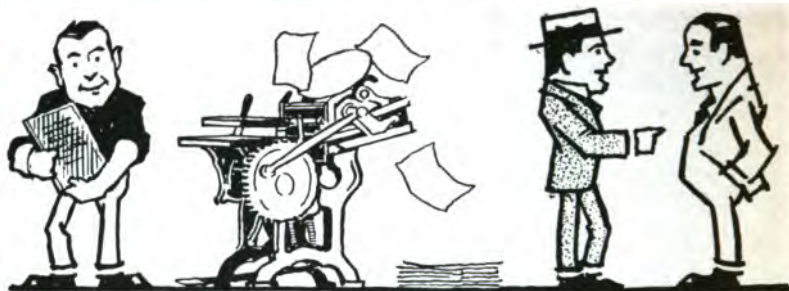
### Clipping from Our Catalog



### Bump Paper Fastener

combines the clipless pa-  
per fastener and perfo-  
rating punch. Light,  
strong and businesslike  
in use and appearance.

Price . . . . . \$2.25



## Ask Your Printer - he Knows!

**A**fter all, your printer is the one who suffers if the engravings are not right—for he is the first one upon whom a poor job reflects. So ask him what he thinks engravings or electrotypes should be. Get him to write out a full set of specifications, if you want to—although he'll save time if he just writes, "Progressive."

*We know what your printer wants and how to give it to him. We know what you want and can give it to you. Our experience is such that our work really helps make sales.*

**Your direct-mail advertising copy, plus Progressive engravings or electrotypes is the equivalent of the personal salesman.**

**Check Your Requirements  
and Mail This**

### COUPON

Designing.....Photo Engravings  
.....Wood Engravings.....  
Wax Engravings.....Typesetting  
.....Electrotypes.....Signature  
Device Plates.....Milled  
Linotype Slugs.....Patented  
Logotypes.....Large Display  
Type for the Multigraph.....(If  
larger than 72 pt., check here.....)

*(Be sure to enclose sketch of what  
you want; where necessary)*

Name.....

Address.....

We are ready to serve you in working out your direct-mail campaigns. Just give us your general ideas. Our Service Department will translate them into engravings with the punch!

**We do Designing, Photo, Wood and Wax Engraving, Typesetting and Electrotyping. We are manufacturers of curved printing plates for the Multigraph and specialize in Signature Device Plates, Milled Linotype Slugs and Logotypes.**

We are also the sole producers of fonts of 24 pt. to 72 pt. Display Type for the Multigraph. Sorts and larger sizes to order.

**Send in the coupon for the complete story of what we can do for you and your printer.**

**Progressive Electrotyping Co.**  
**The Modern Completely Equipped Plant**  
**125-129 South Eleventh Street**  
**St. Louis, Mo.**

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AUG 19 1918

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340

# *The* MAILBAG

*A Journal of  
Direct Mail  
Advertising*



AUGUST 1918  
VOL. II NO. V



# The Weakest Sentence in a Sales Letter

Can be made  
the Strongest

It takes a strong letter to hold  
a man's interest until the  
catalogue you are sending  
arrives, even if it is only a few  
hours or until the next mail.



**Visualize Your Product  
With Your Letter—Use  
an Advertising Letterhead.**

The advertising letterhead is a  
wartime necessity when chang-  
ing prices and shortage of material make  
catalogues out of date before they are off  
the press.

**SOLVES THIS PROBLEM**  
SEND for a sample set showing actual  
letterheads, that are producing business  
for advertisers—write now.

**For Sale Everywhere**

CHICAGO PAPER COMPANY

804 South Wells Street

CHICAGO, ILLINOIS

**Foldwell**  
COATED  
WRITING

Please mention THE MAILBAG when answering advertisements. Thank you.

# The MAILBAG

A Journal of Direct-Mail Advertising

Edited by Tim Thrift

Vol. 2

August, 1918

No. 5

## Making the Most of the Inquiry

By S. Roland Hall

*Advertising Manager, Alpha Portland Cement Co., Easton, Pa.*

How much do you make of the inquiries you receive from your advertising? There is a tendency on the part of advertisers to pay too little attention to inquiries. Some will pay as high as \$25.00 to get one and then give it about 10c of their time.

THIS isn't going to be a complete treatise on "How to Handle Inquiries"—not by a long shot. The complete document won't be written in my day or yours. The topic of what to do with inquiries, like most topics in the field of advertising, is always developing new phases.

Although the editors say that introductions are strictly out of order, I must introduce my remarks on inquiries by setting forth my belief that in these days of much conversation talk, we advertising men are going to conserve and concentrate on some divisions of our work more than we have ever done. We know, and we admit among ourselves, that entirely too little thought and time is spent on developing and maintaining the interest that periodical advertising creates.

I was greatly interested in hearing Mr. Zintl, of the John Lucas Paint Co., say a short time ago that, while his company is careful to give every dealer memoranda of all inquiries that come from his territory, they don't leave it to Mr. Dealer to drop a letter to Mrs. Inquirer. You know why. An inquiry about paint or a wall tint doesn't mean much to the general run of dealer. His attitude is "If people want something of that sort, let them come around." At some time or other he has run down a few inquiries and found a proportion of them idle ones. Very likely he now regards most in-

quiries as being from people who are merely collecting booklets or those who are just curious to know what the advertiser offers. Or he is simply too indifferent or neglectful to bother with requests for information addressed to the advertiser. He might give them attention if the thing inquired about would mean a sale of fifty or a hundred dollars, but not if the item amounts to only a few dollars.

The Lucas Company writes an extra letter for the dealer over his signature and actually mails it. The letterhead is a decorative one with no business card at the top but that doesn't seem to be missed when the dealer's typewritten signature appears at the bottom. The only fly in the ointment seems to be that the envelope bears the mark of the Philadelphia post office, but one thing is sure—Mr. Inquirer or Mrs. Inquirer who is attracted by the Lucas advertisements not only hears from Lucas but gets a cordial letter from the dealer.

The Pike Whetstone people follow a plan that several national advertisers use to advantage—that of printing a double postal card for use in referring to inquiries. One-half of the card is a notification to the dealer, giving the name of the inquirer, what he is interested in, etc., while the other half is a printed form that the dealer has only to sign and mail to the inquirer. Even the name and address of the inquirer is on this second half of the double

postal. This establishes a triangle, if the dealer uses the form: the manufacturer writes to the inquirer, writes to the dealer and provides an easy device by which the dealer can link up with the inquirer.

The Alpha Cement Company adopted this double postal plan but lately has discarded it in favor of the simple method of sending the dealer the original inquiry. We don't let the original letter go out of our possession where it is of such nature that we ought to keep it in our files, but in ninety-nine cases out of a hundred we have absolutely no use for a man's inquiry after we have answered it fully. It does not pay us to follow up, and we have good reasons for believing that the dealer is much more impressed by seeing the original letter from the inquirer than by getting a notice from us to the effect that "John Smith has written for information." The original letter looks very real. A mere abstract or reference may seem like something that was fixed up to look impressive. We paste on the letter a label like the one below. This label is printed on red—very red—paper. Why red? Because we want it read. And you can't miss it.

#### ALPHA PORTLAND CEMENT CO.

General Offices: EASTON, PA.

#### *Sales Offices*

NEW YORK, BOSTON, PHILADELPHIA,  
PITTSBURGH, BALTIMORE, SAVANNAH

We have sent this inquirer the fullest information possible, including a copy of our book, ALPHA CEMENT—HOW TO USE IT. We have advised that you can supply ALPHA CEMENT and give any further advice needed with respect to building materials, etc.

Please co-operate with us by getting in touch with this inquirer and getting assurance of the business, whether the cement will be purchased at once or later.

We are able, in advertising cement, to get more than half of our inquirers to tell us what they are planning to build. That helps. The dealer is much more likely to follow up an in-

quiry that shows that John Smith is thinking of building a garage or a barn than a letter from him that says merely "I am interested in concrete construction. Please send your book."

Recently, in one of our sales conferences we threshed this inquiry-referring business over thoroughly. I pretended to be a little more at sea than I really was as to some questions about inquiries, and as a result, some of our salesmen and the branch-office managers jumped into the discussion and made some real contributions.

Inquiry-referring in a business such as ours is by no means simple. We may have one dealer in a town or we may have two or three there. Then, again, our files will show we have no dealer near the inquirer but have what we call a "good prospective dealer." Then, in still other cases, we have neither an established dealer nor a prospective dealer near the inquirer.

Where we have just one dealer within delivery distance of the inquirer, the procedure is simple. We answer the inquiry as fully as possible and send the original correspondence to the dealer with our red label attached. In the case of very special correspondence, the dealer gets a carbon of our letter and a second carbon goes to the salesman of that territory. None of us is as free as we ought to be with the sending of carbons to our dealers and salesmen.

If we have two dealers in a town, we give the inquirer the names of both but do not tell either of the dealers about the inquiry. We are wary of the jealousy that often exists between rival retailers. But we send that correspondence to the salesman of the territory and let him handle the matter. Sometimes he can call on the inquirer and learn with which dealer he prefers to do business.

If our file shows that we have no established dealer but have a prospective dealer near the inquirer (we have a large prospective dealer file

maintained through the efforts of our salesman), we advise the inquirer to buy his building materials from our prospect but we do not suggest that he should demand Alpha Cement. We then notify Mr. Prospective Dealer and tell him we hope he will go after the business and get it even if he doesn't have ALPHA in stock—that we hope some of these days we will have the pleasure of shipping him a car. And of course the salesman gets a carbon of that letter.

Where we have neither a dealer nor a prospect near the inquirer, we answer the inquiry without saying anything about the source of supply, for we can't undertake to sell direct. We send the correspondence to our salesman with the suggestion that he try to use it as a lever to get some merchant in the territory in question to handle our product. The shot is a long one but we have concluded that this is better than consulting a directory and referring the inquiry to some merchant that has not been investigated either by us or our salesman.

Every week each of our salesmen gets a score showing all inquiries from points in his territory, what these people said they were thinking of building and to what dealers the letters were referred.

This score is sent out on 8½x11 in. sheets, with an explanatory heading as shown below:

ALPHA PORTLAND CEMENT CO.		
HANTON, PA.		
<p>RE.</p> <p>The inquiries listed below have been answered as fully as possible and then referred to the dealers whose names and addresses are given. Just now when building construction is rather slack you can count on our efforts to interest people in making building improvements. Speak to the dealers about their inquiries and urge them to follow them up if they have not already done so. Whenever there is no ALPHA dealer, our practice is to refer the inquiry to the building material dealer who is on our Prospective Dealer list—the item being that getting the inquiry may reflect his good-will and pave the way for us to do some business with him.</p>		
Inquirer	Dealer to whom Referred	Subject in which Inquirer is interested.

We have tried the plan of having our branch offices handle some of these

inquiries, and as the result of that experience my advice is—DON'T. Your branch office is likely to soon neglect the work. Better do all this from a central point where you have equipment and a trained force for the job. The localizing idea seems all right on its face but it doesn't work out well.

We frequently get inquiries from the office buildings of the larger cities. As these inquiries usually deal with small concrete improvements, it is obvious that the cement isn't going to be bought near the office from which the inquiry came. We used to have our branch offices run these inquiries down, but that didn't work, either. A few idle inquiries made the branch office feel that all were idle, and maybe the young fellow in the branch office would fire the inquiry at a downtown dealer as the easiest way of getting rid of the pesky thing. So nowadays we tactfully try to find out just where such correspondents will need cement when they get ready to build. We are likely to find that the inquirer from the Singer Building of New York has a driveway to build out in Jamaica, Long Island, and then we can shoot this information right out to our Jamaica dealer.

When I was very young and innocent I kept a careful record in the Advertising Department of how many inquiries were sent to each dealer, who the inquirers were, etc., and tried bravely to get our dealers to give me a report on each case. But I soon learned that no one but myself had any earthly interest in the office score, that is, so far as the individual dealers were concerned. And the dealers who would report on the inquiries were so rare that the effort wasn't worth while. Now we just keep carbons of the weekly score sent to the salesman, and we don't require the salesman to make any report on individual cases. In some businesses it is worth while, but not in the cement business.

TIM says: "Buy Thrift Stamps."

and not to worry about style or language. For a time the men were naturally diffident about doing this, but patience and diplomacy brought them around.

An endeavor is made to have everything in *The Center Punch* inspirational. They do not preach, nor do they attempt any reforms from without. Whenever they have a sermon to preach they get a foreman or some shop employee to put it over—it goes better and the lesson is received more willingly.

Here it may be interesting to cite a few examples from their experience. The first month in which they published a Roll of Honor or Production Record was just an average month. But the month following was a record-breaker. Production jumped ten per cent over the estimated increase, and the month following showed another big increase. As there was no other force working along the lines of greatest production, they naturally credited the magazine with the result.

To check up they made errors occasionally on the Score Boards in the various departments. These records were kept daily and were posted each morning. Five times they made the test of posting wrong figures and each time the man whose record had been posted incorrectly 'phoned to the editor of *The Center Punch* before the clerk who was posting had had time to return to his desk. Twice the foremen in charge of departments thus tested threatened to "beat the head off" the clerk if he wasn't more careful.

A careful check is kept on whether *The Center Punch* is read. Because they wanted it taken home, it was made pocket size. This is an important point, for it was found that despite a circulation of 1,500 copies, not one was ever picked up in the plant or outside. To make sure of this, a check is kept for a week after each issue is distributed.

The central theme of each issue has

been and will continue to be—Win the War. They are out to weld the Multigraph organization into a solid unit of patriotism. They want every worker to look upon his or her job as a job of military necessity. They believe they have succeeded in doing this. They have over-subscribed to each of the Liberty Loans—taking a hundred thousand dollars' worth of the third in the factory alone. They made 100% of their quota for the Cleveland Victory Chest in two days, and kept at it until it was 50% more. They do not cite this in any spirit of braggadocio, but simply as an illustration that there must have been some force at work within the plant to secure such unity of support, and that force has been, they feel confident, in a large measure, *The Center Punch*.

The magazine represents the major part of their work along the lines of propaganda, but they have supplemented it with various other methods which are all contributory to the general result.

These methods include bulletin and score boards in all departments. There is no stated time for changing postings. Whenever good news is obtained it is posted. They work on the assumption that every worker wants to know all about his Company.

Whenever they have any special message of good news from Washington, it is posted. Another source of good material is letters from the Multigraph men in the service. In addition, the letters are clipped together and passed around for general reading.

This plan, they have found, makes their workers realize the responsibility that is on the shoulders of the stay-at-homes.

They have frequent meetings addressed by returned soldiers or some one who has a real story of the war to tell. They are always on the lookout for speakers who can make their audience fighting mad. This is



## Direct Advertising to Sell Men's Wear

By Duke Murta

*Advertiser, L. Strauss & Co., Indianapolis*

Whether it's wear or ware, direct advertising will sell it. Some of the little quirks that sell men's wear are told here, but you can apply these same principles if your product happens to be a ware.

ANY advertising to appeal to the "sterner sex" has to be alert now-a-days and particularly so with "direct" matter, because the mails are loaded "to the guards" with mediocre letters, folders, cards and other things.

The personal touch goes a long way in appealing to a man's buying propensities, whether it be in newspaper space, billboard or form letter. The sincere ring of sincerity and enthusiasm of purpose has to be written between every line and the fewer the lines the better.

Every retail firm uses more or less direct matter of some description and no doubt know of its intense advertising possibilities. Our firm uses this method of securing increased business at every opportune time and we are well pleased with results in every instance. To quote all the good "stunts" we have applied and show samples would consume too much space but several exhibits shown are the most effective recently employed.

In the retail Men's Wear field all mailing lists have been badly "shot to pieces" by the departure of thousands who have answered the call to the colors and the job of re-compiling comprehensive and effective lists must be put under way immediately so that there will be no waste. The best plan seems to be to compile new lists in instances where men of military age are concerned; of course the children's department lists and lists of older men remain as usual with the exception of the regular and systematic checking up of these lists. We have a very efficient method of classifying names both city and suburban; some are classified according to financial rating—some according to zones in the city where men of a certain

class live—others are listed under clubs, organizations, etc. Lists are kept of customers in different departments as they purchase and cards filed away. Every time this customer makes another purchase in that department it is recorded on the card so that at regular intervals it can be seen whether or not this customer has returned for more of this class of goods—if not he is vigorously solicited in a direct way and in some special instances by telephone. A city map shows the location of the zone lists which are classified according to a man's worth and in that way it eliminates the waste of sending "full dress" advertising to a plant foreman.

This spring we worked our boys' department lists overtime and the results have been magnetic. This list is compiled name by name as the customers buy and names are constantly being added to it. As quickly as a piece of mail is returned from the Post Office we try to find out if the party can be located and if not the plate is destroyed at that moment so that the list is practically clean and alive at all times.

Each department gets a "fling" at its quota of direct advertising and quite a bit of constructive publicity is carried on constantly through the mails.

The spirit of the institution is carried out as much as possible and we try and give all of our mail matter exceptional thought as a reputation has been established for originality and through persistent use the public always looks for something unusual when they see the name of our firm attached.

A re-organization of the advertising and re-classification of lists and names has been our direct program down to a

you will go home and start these, that you will at once solve the labor problem. But I do want you to understand me to this extent: That bulletins and publications have been, and are being used to wonderful effect in creating a closer bond of sympathy and co-operation between employees and employers; that there may now exist in your organization an opportunity to use them just as effectively; that, in any event, this labor problem is a part of YOUR business and it behooves you to give it intensive thought and study.

That the Government firmly believes that bulletins and publications are of great value in this work is evidenced in many ways. I know that in the case of the Multigraph, *The Center Punch* and other material has been passed along to other munition manufacturers as a suggestion for their use; that recommendations have been made to shipbuilding plants along similar lines, and that manufacturers engaged in war work are being brought to see the advantages of doing propaganda work along these lines.

The time is rapidly approaching, I believe, when it will be necessary to prove a good reason for the existence of a house organ, or it will have to cease

publication. This condition now exists in England, for instance. It is a step in the conservation of paper, for one thing, and you will call to mind many house publications that might be cut out through such an accounting without any serious loss.

But when that time does come, those bulletins and publications that are edited for employees will have little difficulty in proving their right to existence. What they have already accomplished for many concerns in creating a closer harmony, a better family spirit, a real *esprit de corps* will keep them inviolate.

But there is one hard and fast rule that must be followed in publishing such material or even it will not be able to plead its case. You can put it down that unless bulletins and publications of this character are OF the employees, FOR the employees, and BY the employees they had better perish, along with the other non-essentials.

Finally, I want to leave with you this thought: That it is your duty in these changing times to grab hold of this end of your Company's labor problem and do your big bit in a constructive way.

## A House Organ That Successfully Advertises the Funeral Business

By Roy M. Ross

*Treasurer and General Manager, The Barnes-Ross Co., Indianapolis*

We are sorely tempted to make a play upon such expressions as "The quick and the dead" and "Live advertising for a dead business"—but we refrain. This problem of how to advertise a funeral business is a serious problem, and this article so treats it.

**T**HE campaign outlined in this article solves one or two problems of real interest to advertising men. Aside from that, the very unusualness of the methods taken to bring favorable attention to a business which, by its very nature has been kept in the back ground, will prove interesting reading.

Flanner & Buchanan, the business in mind, is the oldest firm of Funeral Directors in their city. They are conceded to have one of the most complete and finest establishments of its kind in the country. They have always occupied a high place in their profession, and are well known nationally. Under the same roof is also

certain extent this year, but it will be in better shape than ever to proceed when the occasions warrant.

Dealer helps, such as folders, fashion books, etc., are also mailed extensively with the same care that is applied to all other matter.

The samples illustrated include a series of our regular monthly statements which always carry an advertising message of a breezy nature. Also shown is an announcement to mothers "of spring wash suits for little fellows," in which two half-tone

inserts showing actual models were enclosed. A letter calling attention to a new shoe for children brought particularly good results, as did the series of \$16.50 clothing letters which were sent to a list of names taken from a part of the city which was comprised of workmen of a better salaried class.

The "Daily Series" of letters was sent to big business men merely to keep our name before them in an interesting way.

We find that direct advertising pays extremely well.

## The Power of Foreign Written Letters

By William J. Landy

We asked Mr. Landy to translate some letters written in Italian that he considered good sales producers. He has done so and you'll find them incorporated in this article. If you have a product that can be sold to Italians be sure and read this story.

MY friend, up town, sells all kinds of insurance. Only the other day he told me that his business with the Italian residents of a certain section of the city has almost trebled in the last few months, and this, without any doubt, he attributed in a large measure to a set of four letters written in Italian, which he sent out from time to time to a list of names. These four letters, carefully planned and typewritten, carrying the right sort of appeal have proved a power indeed in the upbuilding of what he calls today a permanent, paying business. These letters that were strong in Italian, would surely lack "punch" if translated in English, therefore I am only reproducing a brief translation of the fourth which my friend used on different occasions:

Dear Mr. Roselli:

Do you remember one evening last month when I told you that your friend, Mr. Ferro, had taken an insurance policy for two thousand dollars with the Blank Company, and then recommended me to call on you? Ah, my friend, it almost breaks my heart to learn that Mr. Ferro died last Monday night after a three day illness, and I imagine you're still deploring his death with deep sorrow.

At 8 P. M. the next day, a representative from the branch office of the company, hurried to Mr. Ferro's bereaved wife with a check for two thousand dollars. Of course that money did not bring her dear husband back to life, but it helped a whole lot to bear the funeral expenses and to pay the last mortgage on her house that was due, I'm told, on the following Friday.

Mr. Roselli, supposing your friend had refused to listen to me that evening last month, like you're doing now, and not taken an insurance policy on his life in favor of his wife, where would she be today with five small children to care for, alone in this country, and a mortgage to pay on her home which her beloved husband was providing for them?

Now, just ponder this over while your friend's death is still deep in your mind, and you will eventually conclude that there is no better protection for you and yours than an insurance contract with the Blank Insurance Company.

Is not this a strong reason why you should do likewise and take a policy yourself for the same amount or for more if you wish? Will call on you tomorrow evening then, and sincerely hope you would have decided in favor of this family protection, which no working-man and especially a foreigner in this country could afford to do without.

Yours earnestly,

You probably never heard of two large real estate operators in Long Island City, that use the kind of direct publicity that does them the most good in interesting foreigners in de-

veloped suburban properties. Last Spring, fifty-seven newly-built one-family houses, aggregating in value many thousand dollars, were sold to Italian families that were living in lower Manhattan and paying exorbitant rents for four-room flats as old as Father Knickerbocker. Three letters were used to drive these folks across the river and to buy, on the same monthly rents, a home for themselves in better surroundings and better living conditions. The separate transactions were carried through an Italian interpreter and the harvest was certainly bountiful.

Now, let's reflect for a moment on the power of the third letter climaxing in the appeal for getting an outright action. When these perplexing folks read the last message, practically from unknown people, learned more facts and carefully considered the timely suggestions, they were finally sold on the spot. This last appeal echoed in their hearts a stronger desire for a propitious removal from those old and narrow hovels to much better quarters, and they smiled again—it got a firm grip upon them—it stimulated their impulse and effectually clinched them. The right key-note had been ultimately touched by the wonderful power of their natural language, and they responded accordingly. Do you see? The letter, translated, ran as follows:

Dear Mr. Albano:

How long have you lived with your family in those dark rooms where you are now? It's pretty long time, is it not? And did you ever figure the amount of money you paid for rent in all this time? Don't you know that you should half own those rooms, considering what you have already paid? Besides, are your children healthy? Are you and your wife healthy?

Mr. Albano, we have a better home for you, just three miles across the river, in the open country, where you and the family can enjoy a better life. This home is yours with two-hundred dollars cash, and the balance you can pay us in monthly installments arranged to your convenience. It's a six-room house, spaciouly built to accommodate a good sized family.

You can't half imagine how you are going to like it here, in the open air, surrounded by a

myriad of trees and evergreen shrubs with fragrant leaves. Good roads, schools nearby, plenty of spring water, land to cultivate if you want, and everything under the sun to make you feel like as you were in the old country. You'll be happy here, and you'll say it yourself. Furthermore, this home will be yours in a short time.

Won't you please come over with your wife and neighbors and take a look at the long row of these beautiful houses we have lately built in the balmy sunshine of the Island? And bring your children with you, they'll be delighted for a stroll. We'll meet you at the ferry with our Italian interpreter, and will escort you to the place.

If you have neglected to give our previous letters your immediate consideration, take this as our last reminder and do come. Pick out any house you like in the row and make it your future home. If you work in the city, the fare is only two bits for both trips. We'll look for you at the ferry some day this week, say, or next week, then. And do come, please, for your own sake.

Yours sincerely,

Our house grocer is an Italian by birth and of a true meridional disposition. One day last week I chanced to be in his store when a salesman walked in apparently anxious to make a sale. After addressing the grocer in a kind of pleasant way, he extracted from a bulky leather portfolio a large circular twice the width of an ordinary man's 'kerchief, featuring a new credit-file in its regular size, and spread it on the counter. The biggest words of the English language, from their typographical appearance, had been crowded around the circular for describing the good use and value of the new device. The salesman, looking the grocer right straight in the eye, began his lengthy monotonous song. Did the grocer listen to him? And how could he listen? Did he understand that mathematical sales talk? Could he read those hieroglyphical words adorning the illustration of the device? 'Twas pretty, but what did it say? "Me no stand this" were the only broken words I heard him speaking against the last desperate attack of the salesman.

Mr. Grocer wanted one of those credit-files and he told me so, after the salesman had left the store evidently exhausted and discouraged. "That man has called here about ten times

trying to sell me one," he continued, "but honest-to-goodness, I can't understand how to use it." ("Twas very simple). "Here's a bunch of letters I've been receiving since he made the first call. Why don't they write to me in Italian? I can't read English, neither can my little Anna at home who has just started going to school here. Won't you please write a letter for me to the company about this? What's the use of wasting their time and mine, when we can't understand each other? Yes, I'll buy a credit-file, because I believe it is a mighty good thing for eliminating all bookkeeping of my customers' accounts."

I know of one single letter that pulled two-thirds of Italian residents of the East Side to deposit their wherewithall with a large Savings Institution, located at the South Side section of the city. This letter certainly worked wonders. And what was there to it that prompted these folks to start a savings account with that particular institution. Nothing-out-of-the-ordinary humanness used in modern correspondence. It put them onto a plane of happiness first of all by being written in their own tongue and they stayed on that plane. It pointed out minutely the better way to save their hard-earned money—it made them see and feel the vital importance of taking the money out of their stockings and from under the bed and placing it where it would be surely safe. The general tone of the letter was made as personal as possible, and the points strongly offered were certainly convincing. There was no secret back of that letter, which proved remarkably powerful and brought immediate response from those good foreigners. Here follows the version in English, but it lacks the original Italian simplicity in expression, and you may find that the appeal was not there:

Dear Mr. Favarro:

We have just employed Mr. Perrelli an Italian accountant, for our foreign banking department. Mr. Perrelli speaks your language and will make things easier for you. We want

you to come over and have a little talk with him.

Mr. Favarro, you came to this country to better your condition by hard work—you came here with the intention, perhaps, to remain and provide for yourself and family a little home somewhere. Are we right? Surely.

You're working now and are in the best of health—we're glad to hear that. You're making more money here than in Italy, this you know and that's the reason you like the country. You're also saving all you can and when you can, for rainy days. That's fine indeed.

Now, Mr. Favarro, just supposing you came to this bank and entrusted your savings to us, what then? You'd be sure it's safe—safe from fire and thieves—safer than in your socks or in under the bed. You understand that.

Then, won't you bring that money to us and put it where it's safe and where it grows for you, too, at the rate of 3 per cent interest on every dollar? And you can have it back any time you wish, too.

We want you to come in and talk it over with Mr. Perrelli. He'll be only too glad to help you put your hard-earned money where nobody can touch it but you, when you want it.

Oh, yes, you'll come in this week, won't you? Certainly, you're afraid of keeping that money home or in your socks—it isn't safe. You have realized that—they all realize that. Tomorrow then, say, this week, the first of next week? Do come.

Appreciatingly yours,

Irrespective of what you have to sell, if you want to grip these folks attention, influence their decision and surely reap, you must depend wholly on the power of your sales letters. There's no better way, to my more than a superficial knowledge of their environments and desires, than to reach them by this unique method of direct foreign correspondence. This method alone will pave the way for you to win their friendship and good will. And once you've gained their intimate acquaintance, take it from me, you can sell them anything up to a piano, a house or an automobile. If it's a piano, or any other musical instrument, they're with you with open purse. Is it not music they love so dearly? If it's a house you suggest them to buy, the majority of these folks are here to stay and will be only too pleased to appreciate the suggestion and consider your prices and terms. Did they not come here with the determination of bettering their conditions by hard labor and in quest of a better home? If it's an

automobile, you stand just as good chance to sell it to them than to others, and so on. Are they not progressive as well?

If these letters do not develop the desired quick action for which you intended them, they will later on, most assuredly. The main essential is to write them in the human and friendly Italian language, in order to facilitate the understanding to the easiest possible extent. And befriend these people—they like you Americans. Revive in them the spirit of art, music, culture, civilization, and this will be a tremendous help to you in securing their trade. Co-operate with them—educate them to your own ideals—concentrate on their domestic welfare, on the future of

their adopted country, and particularly, appeal to their sentiments. They're folks of action, and never hesitate to listen and to buy anything worth-their-while. This I absolutely know, and no mistake. Now think short, and do it.

In a preceding article you've read of my best suggestions on how to go about the preparation of these letters and of the mailing list. Those suggestions, weighed by experience and repeated here, ought to enable you to test the real power of foreign-written letters—the most economical, yet effective form of direct advertising you can possibly use for the widest and most rapid distribution of your products to foreign homes and individuals.

## "What'll We Put in the Next Issue?"

By Maxwell Droke

Do you sit back, Prince Albert your pipe, gaze at the flesh-tinted ceiling, and try to concentrate on this very problem that Droke so feelingly presents? If not, then you're a lucky mortal, indeed, and there's nothing in this article for you.

**T**HERE are about a hundred million folks in this grand and glorious country of ours, and 99.44-100 per cent. of them have their own pet ideas as to just what would constitute a millennium.

Now, my particular idea of a Heaven on earth would be to have in my possession a bottomless barrel labeled, "House Organ Ideas—Help Yourself Liberally."

Then, when The-Man-Across-the-Desk ventured a remark to the effect that it was about time to get out another issue of the *Spiffkin Sputterer*, I would be ready for him. No longer would I be affected with that blankness of the brain, that is to say the least somewhat disconcerting. "What'll we put in it this time?" he would ask. "Oh, I dunno," I'd drawl real carelessly, "I'll fix up something or other." Then, retiring to some secret recess, I'd delve into the precious barrel, bring forth an arm-load of bang-up good ideas, and—

But alas! such priceless gifts are bestowed only upon handsome young princes, by lovely godmothers, in Hans Andersen fairy tales. We workaday folk who live by the sweat of our Remingtons must mine and polish our own ideas.

Not long ago I saw some place or other a list of the house organs that had drifted into the obituary column during the year 1917. I do not now recall the exact number of said unfortunate publications, not being much of a chap for statistics, but I'll venture the assertion that eight out of every ten of those magazines died from malnutrition. In other words, the editor got to the point where he couldn't answer that question, "What'll we put in the next issue?"

And goodness knows at times 'tis a difficult question to answer. Keeping a house magazine properly Three-in-One and running smoothly is no before-breakfast chore. Ideas have such

a distracting way of flitting to the farthest corner of the universe, along about the time the make-up man calls for copy.

In considering house organs let's begin at the beginning, which after all is a pretty good place to begin. Why is a house organ, anyway? Manifestly, the paramount object of every house organ is, or should be, to create goodwill for the house that issues it.

I've edited, or helped to edit, a dozen or more house magazines in the course of my career. Some of them died in infancy; a few of the hardier ones are still eking out an existence. And I'm telling you frankly, folks, you can't make a man feel "good-willishly" toward you until you *interest* him. Now, getting down to sharp-pointed brass tacks, there is not one single, solitary reason on earth why a man should be interested in *your* factory, the technical processes by which *your* products are manufactured, the personnel of *your* organization for half-a-hundred years back, and suchlike newsy tidbits.

Remember, always, that your prospective reader is the most important person in all the world—to himself. His hopes, his desires, his ambitions, and his own little family circle are of paramount importance. You may pull that "Wonderful We" talk until Kingdom Come, and not one iota will you move him. That's because he is a human being. And human beings haven't changed a great deal since the Dawn of Days.

Talk "you" in that house magazine of yours. Now, I'm not saying "Perhaps it would be well to talk 'you,' " or "I really advise that you talk 'you.' " I am stating this as positively as I know how: Unless your house magazine is saturated with the "you" element it is operating against the laws of human nature. And so it is a failure. Oh, you may continue to issue it for five years, ten years—*indefinitely*. But never in all the world will it accomplish

the things you desire it to accomplish. Never, that is, unless it is switched from the "we" to the "you" viewpoint.

Keep constantly in mind the fact that your magazine is not being edited to please you, or to tickle your vanity. It is going out to a man who cares little or nothing about you or your products. When comes the momentous question, "What shall we put in the next issue?" ask yourself candidly, of each proposed feature, "Will this interest the reader? Will it create a favorable impression?"

But—and here lies the great danger—don't go too far in your efforts to make the house organ "interesting." A few house magazine editors of the clipped-joke school take great pains to fill up their sheet with humor, verse, cute little paragraphs—anything to avoid mentioning the company's products, or the service that the organization is prepared to render. That's downright foolishness. Even if such magazines are read (which I strongly doubt, in this day of abundant fiction) they do little good, for they have practically no selling power. If you can find no interesting things to say in your own field, the chances are that you have no business conducting a house magazine anyway.

Let's say you are manufacturing automobiles. All right. Then let your magazine be fairly permeated with an automobilish flavor. Maybe you might have an article setting forth the experiences of a country doctor with his car, related in a human-interest way. Emphasize the convenience, the necessity of the motor car in this case. In a accompanying table give the cost of upkeep on the doctor's car for a period of one year. Follow this with a similar experience by a traveling salesman, say, who covers his route by motor car, and so on. There are a lot of folks who would welcome such actual-information articles.

Then there might be a breezy little account of an automobile outing, so full of sunshine, fresh air and woody

flavor that 'twould set the t. b. m. a-hungering to buy one of your touring cars, load the family aboard and start out forthwith on the magic road to Someplace Else.

Perhaps you could give an account of some unusual test to which your machine has been subjected, illustrating the article with graphic photos. And speaking of photographs, of course you would have plenty of them scattered throughout the pages of your magazine; pictures showing your car under out-of-the-ordinary conditions, linked up with folks in the limelight, et cetera. And how about a page or two devoted to picturing individual garages? Surely a wonderful car such as yours should have an artistic home. You might offer to furnish blue prints and a detailed bill of material for any of the garages, upon request.

Or maybe 'tis a dealer house organ, and you are selling—oh, most anything—onion sets, overalls or oatmeal. To make your little sheet as welcome as the flowers in May, you must see that 'tis crowded to the brim with helpful hints. The merchant is concerned primarily in selling goods—more goods than his competitor. Help him to attain that end.

Talk to him in your magazine about the things he wants to know. For instance, he would welcome a series of articles on the art of making attractive window displays; some practical, easy-to-understand lessons in advertising. And a few hints on the arrangement of stock and fixtures would not come amiss.

Maybe some merchant has met with particular success in conducting a special sale of your product. Good enough. Get him to tell other merchants all about it through the columns of your paper. Illustrate the article with photographs of the displays which he used, and with such charts and tables as may be necessary.

Perhaps the war has brought about increased sales possibilities for the

things you manufacture. Another chance for house organ copy. Make sure that your dealers overlook no bets. Tell them just how to go about getting this ready-and-waiting business.

But speaking of war business, meditate muchly before you tack a war appeal onto your copy. Better leave the Star Spangled Banner out of your advertising, ditto all of that "hip-hip, hurrah!" stuff.

War interest can be injected into your sheet now and again, if desirable, without resorting to cheap vaudeville flag-waving stunts. As an example *The Packard*, published by the Packard Motor Car Company, recently stirred up quite a little interest by reproducing photographs of boys at one of the naval training stations, spelling out, by the wig-wag method the company's slogan, "Ask the man who owns one."

And—well, I might go on offering suggestions for half a day, but *The Man-Across-the-Desk* has just reminded me again that we simply must get up some copy for the *Spiffkin Sputterer*. Oh, goodness! What shall we put in the next issue?

THE Marietta Paint & Color Co., Marietta, Ohio, use an inter-correspondence or inter-company letterhead that may be suggestive to our readers.

This special stationery is lightweight stock, with the name of the firm printed at the top and this wording underneath: "Inter-Correspondence"—"Between Ourselves."

In the upper left-hand corner is a Service Flag design with the stars of those in service and beneath this the Honor Roll, with names.

At the bottom of the sheet is a pertinent two-line paragraph. The wording is changed with every four hundred impressions when the letterheads are printed.

A letterhead of this type combines with the utility of stationery some of the elements of a bulletin, and helps create a closer family relationship.



## Leaves From a "Fixer's" Notebook

By Michael Gross

Here we are carried along to Case Q. And we don't mind telling you that we have persuaded Mr. Gross to go straight through to the end of the alphabet. This means getting fixed from A to Izzard.

### CASE N

**C**LIENT—Classic Publishing Company, publishers of pocket-book-size editions of classic literature, sold to women prospects by direct-mail.

*Error Number One*—In initial letter and circular describing the product client referred to the books as "Miniature Sized Editions of World-Famous Classics." While this descriptive phrase told exactly what the books were, it lacked selling value, for it carried no appeal to a woman's imagination and made it hard for her to visualize the product. Changed the name to "Hop-O'-My-Thumb Pocket-book Classics."

*Error Number Two*—To get the product down to what was believed to be a popular price—25 cents a volume—client had eliminated all attempts at ornamentation, making the finished books as plain as possible. Good business judgment, if product was a textbook for carpenters or other craftsmen who would want it for the technical information contained in its pages—not for appearance sake. With women as prospective purchasers, however, both the "even" price and the elimination of frills and fancies were wrong. Wrapped each book in a rose-colored tissue and put it into a fancy cardboard box. These additions increased the cost two cents. Raised the selling price from 25 cents to 29 cents—always a more appealing figure than an even quarter to a woman buyer, as she instinctively feels the price has been reduced from a half-dollar. To carry still further this idea of "getting a bargain" as well as to make the remittance of money easy, two books were offered for fifty cents, and a coin card, made to take a fifty-cent piece, was enclosed in each letter. The returns showed that

most prospects found it hard to resist this double bargain and the majority of the orders were for two books. Although each two-book order cost four cents more to pack, while still bringing the same pro-rata price, the profit remained practically the same, due to the fact that two books could be handled and packed almost as cheaply as one.

*Error Number Three*—The big feature of the copy in the initial circular was that eleven thousand women had already bought one or more volumes of these miniature classics. Eliminated this statement because it carried no weight to the average woman prospect. Substituted for it the fact that Miss Van ———, a well known member of "society," had a set of these little books on her drawing-room table; that Miss P ———, a celebrated moving picture actress, shortened the time between scenes by reading Hop-O'-My-Thumb Classics, and mentioned other specific instances. Women like to follow a leader. Their motto is: "If it's being done this season, I want to do it," and the fact that Miss Van ———, the society debutante, thought the books good enough for her drawing-room table was a sufficient reason for Miss Smith and Miss Jones to buy and use them for a like purpose.

### CASE O

Client—Carlton Paint Company, selling, by direct-mail, ready-mixed paints for interior and exterior use in country homes. Had list of suburbanites who owned the house they lived in and would naturally be interested in keeping the dwelling spick and span.

*Error Number One*—Client had secured both the business and home address of each prospect and was sending

his literature to the business office. Wrong. The letters should have gone to the home of each prospect, and should have been timed to reach their destination in the last mail on Saturday, for three reasons: 1—The following day being Sunday, the prospect, instead of worrying about "tomorrow's business" had his mind at ease, and, while pottering about the house, would find an opportunity to try out the small sample of paint that went with the first letter. 2—Saturday is "house cleaning time" in the suburbs and on Saturday night the rough and worn spots about the place were still fresh in the mind of "friend wife." A glance at the letter immediately reminded her that she had noticed the porch looked seedy; or that the windows needed a coat of paint. 3—If the paint circular arrived at the prospect's office during a busy moment it went into the waste basket. At home, if hubby was busy when the letter came, he passed it to the "missus"—thus giving each circular two chances to nail an order.

**Error Number Two**—Client's product sold at a much higher price than ordinary house paint but had certain exclusive merits that made the increased cost a good investment. It was necessary, however, that these merits should be firmly implanted in the mind of the prospect before the price was sprung, so that a desire might be created which would operate in spite of the high cost. To accomplish this, client had printed the price list on a small two-page folder which was inserted with the letter that explained the merits of the product. The idea was good, but repeated tests proved that on opening the envelope and taking out the contents, the tendency was for the prospect to pick up the small folder and read it first to get it out of the way. This meant that he would discover the price first, exactly the condition which client was endeavoring to avoid. Not having been appraised of the features which made the higher price necessary, prospect would pass up the proposition without read-

ing the explanatory letter and sale would be killed. To overcome this state of affairs the price list was processed typewritten on a sheet of paper the same size as the letter and both sheets were folded together. This made it appear as though the letter consisted of two pages and prospect naturally started to read the top sheet first.

**Error Number Three**—Client rarely received repeat orders. This condition seemed peculiar because the product was an excellent one, and, if used strictly according to directions, would do even more than was claimed. It should therefore, have given satisfaction and made repeat customers. A little investigation showed the reason for this state of affairs. While the president of the concern made it his business to go over carefully every sales letter that went out of the house, and inspected each order that came in, he felt that his time was too valuable to bother with complaints. These were left to the tender mercies of a twelve-dollar-a-week clerk, who knew even less about what was wrong with the paint a customer complained about than did the customer himself. Proved to the president that a better circle of satisfied customers could be built up if he would change jobs with the complaint-clerk; that if the twelve-dollar-a-week man looked after the orders that came in—a mere matter of detail—and the president, the man who invented the formulae for the paint and knew just how to get the best results from it, attended to complaints, a dissatisfied customer would not only have an opportunity to get expert advice but could also be made to feel that all interest in him did not cease as soon as the company had swapped a can of paint for a few of his hard-earned dollars.

#### CASE P

Client—Signet Publishing Company, publishers of and dealers in high and low priced books, which they sold by direct-mail to all parts of the United States. (Recommended by Client N—

The Classic Publishing Company.) Client had four distinct propositions, each of which he was having trouble with, either in the matter of too few inquiries or too high a cost for replies.

*Error Number One*—Client had "picked up" a few thousand paper-backed sets of Shakespeare at an exceptionally low price and had decided to give his best customers—meaning those who sent in the largest orders—the benefit of his good buying. Had sent out a letter offering the set of twelve books at thirty-five cents a volume. In the letter containing this offer he mentioned that if the customer already had a set of Shakespeare here was a fine chance to obtain an always-appreciated gift for a friend. Letter failed to pull, seemingly for two reasons: 1—Prospects who did not already have Shakespeare in their library invariably wanted something better than a "thirty-five-cents-a-volume" set, classics of this nature being usually bought as a permanent addition to a library and not as a "read and thrown away" proposition. 2—As a gift for a friend the price sounded too cheap. Prospect had no way of judging the value of the books except by the sum charged for them, and, though the books were really worth a dollar and a half each, the low price quoted cheapened the offer. Had one thousand sets bound in leather, although client insisted it was throwing good money after bad. Obtained a neat book case to fit the set and offered the twelve books and book-case complete for twenty-five dollars. Sold the one thousand sets within two weeks, for now, in the new binding and at the new price, the books made an instant appeal, either as a personal possession or as a gift. The higher price made is especially desirable for the latter purpose, as the same set, in a similar binding, was selling at forty dollars in all the large stores, a fact the recipient of the gift could easily prove. The one thousand leather-bound sets having been disposed of to the cream of the

mailing list, the remaining eleven hundred paper-backed sets were raised to thirty-nine cents and circularized to a list of farm-women prospects. The letter that went to this list started off on the assumption that the writer *knew* the woman he was addressing already had a *good* set of Shakespeare. The second paragraph mentioned that the prospect no doubt realized that the works of "The Bard of Avon" had to be read often to be appreciated. The Signet Company, had, therefore, put out this inexpensive set, the letter went on, and in order to get these classics into the hands of the greatest number of people, had reduced the volumes from fifty to thirty-nine cents. This taking it for granted that the prospect already had an expensive set of Shakespeare but would no doubt want a cheap edition to "knock about" was a piece of subtle flattery that the greater number of these farm women found hard to resist. Before the coming of the letter, many of them believed, no doubt, that Shakespeare was a new brand of sardines, but on reading the circular, in which it was taken for granted that *every* home contained a *good* set of Shakespeare, they hurried to get in the swim. The state of mind of the average prospect who answered could be easily determined by the fact that, on the line in the return post-card marked: "Please state if you already own a high-priced set of Shakespeare," nearly every woman had placed a check mark, although client knew, from years of experience in the book business, that not one in fifty of these prospects owned such a set.

*Error Number Two*—Client had been featuring a set of Dickens bound in full leather. Binding could be obtained in four different colors: red, blue, black and olive green. Every color but the olive green had sold and client was anxious to dispose of these, as well as the few of the other colors that still remained. Found that this proposition had been put across by means of a circular which showed, at the top, a black-and-white half tone of the com-

plete set of books in their box. This illustration was followed by a description of the contents of the books, the drawings in them, and the different color bindings. Eliminated the black-and-white half tone on this circular and substituted for it an exact color reproduction of one of the books—bound in olive green. Under this illustration appeared the phrase: "You can buy these books in the color binding as shown in the above illustration, or bound in red, black or blue." Four out of every five orders brought in by this circular called for the binding illustrated, despite the fact that in the initial campaign it was the slowest seller. There were three sound psychological reasons for this: 1—In the old circular, prospect could correctly visualize every color but the olive green and naturally ordered a color she was sure about rather than take a chance. 2—Color always outsells black-and-white. Putting the olive green binding in the actual colors made the ordering of it "the line of least resistance." The prospect knew she was going to get exactly what she saw in the picture. 3—The client's natural thought, in looking over the new circular, was that the publisher had selected his prettiest binding to feature in natural colors, in the same manner that a department store puts its prettiest things into a show window. She ordered the book so featured and thus felt she was getting the best binding in the assortment.

*Error Number Three*—Client had come into possession of a very rare set of plates for "The Arabian Nights." It being necessary to print an edition of at least five-hundred sets of books to make the venture pay, he had endeavored to secure orders for this number before starting to print. His initial letter, which failed to pull the required number of answers, began: "If I can get five-hundred book lovers to buy a set of the original 'Arabian Nights', for which I have the only set of plates in America, I will be enabled to print up an edition of this rare work and offer it at a very moderate price."

Changed this opening paragraph to read: "*I am going to print up five-hundred sets of the original 'Arabian Nights' and, knowing that you are a lover of rare books, I am taking this opportunity, etc.*" Changing the opening from a hesitating "If" to a positive statement increased the returns of this letter fifteen per cent. It seemed that the hesitating attitude on the part of the writer had, in turn, caused the prospect to hesitate about ordering. If the man who wrote the letter isn't sure he is ever going to print up the edition, was his thought, how can I be sure about the fact. The initial letter having failed to pull a second letter was sent to the list. This began: "If you are not going to take advantage of my offer of the tenth please let me know, as I intend printing only five-hundred sets and, if you find yourself unable to avail yourself of this opportunity, I would like to give some other book-lover the benefit of the offer." The second paragraph ran: "If you do want to own a set of these books but do not care to take or pay for them immediately, let me know and I will be pleased to put a set aside for you until such time as you are ready." Putting the second paragraph in this letter first and the first one second almost doubled the pulling power, the reason being that, by its very nature as a follow-up, this letter went to only such prospects as were in a negative state of mind regarding the purchase. The first opening merely intensified this negative state of mind, much in the same manner as does the clerk who says: "You don't want any nice ties today, do you?" Changing the position of the paragraphs made the letter open with an affirmative statement, the immediate increase in pulling power showing the soundness of the deduction.

*Error Number Four*—The question of a catalogue having come up, a dummy had been prepared which showed colored illustrations out of the classical literature published by the concern and other expensive pictures. The cost of getting out this catalogue as planned,

however, would make it necessary to secure more orders than could possibly come in under the best conditions. A cheaper catalogue, or one without colored illustrations, would not only be unattractive, but would have absolutely no appeal to the class of trade to be circularized. Between these two conflicting facts the matter was deadlocked. Suggested that several chapters be inserted in the beginning of the catalogue. In these could be given brief and brightly written synopses of the famous classics, illustrated by the cuts originally planned. Also suggested that the catalogue be bound in boards and the title stamped out in gold. The chapters were inserted and the catalogue proper, viz.: the list of books being offered for sale, were put in the second half of the book. Under the title, "Brief Glimpses At The Famous Classics," the catalogue was circularized to the mailing list as if it were a regular book. The opening chapters were described and this description was followed by the statement that because there had been inserted in the back of this work, a few pages regarding the other books published by the concern, it was found possible to sell the volume, due to the amount of advertising value obtained, for seventy-five cents, the actual cost of manufacture. Discovered that many prospects were anxious to get this book, which gave them a brief synopsis of over one-hundred classics, and the edition of catalogues was disposed of within three weeks, the only expense being that of handling and mailing.

#### CASE Q

Client—Acme Motor Company, makers of individual motors for machines used in steel mills. Had tried direct-mail work, circularizing a list of steel corporation presidents, but without success, the reasons being:

*Error Number One*—The opening letter, written by the office manager, an obvious disciple of the "get-a-punch-

into-it" school of letter writing, started off with a weak generality and then plunged bodily into this paragraph, a gem of purest ray serene: "If I were in your place, and knew what I know about these motors, I'd install a set of 'Acmes' in my plant so quick it would make the Black Diamond Express look as though it were crawling." Even when the fact was pointed out that the president of a million-dollar corporation might not be vitally interested in what an individual who signed himself "office manager" might do in his place, this "punch fiend" still insisted that the "personal touch" made the letter all right.

*Error Number Two*—This same correspondent had, previous to accepting a position with client, handled the direct-mail work for a "Why pay rent?—Own your own home on monthly payments" company. He had made a success of writing sentimental sob stuff to a list of working men, picturing to these prospects "the joy of seeing the morning sun rising in all its effulgent glory" and indulging in similar exhibitions of linguistic fireworks. Under the impression that a similar line of talk would "go big" with a list of corporation presidents, he had prepared a four-page letter "blurbing" of how the inventor of the Acme Motor had been a little barefoot boy in the country, and had made his first experiments in the garret of his poverty-stricken home. The prospects who received this letter, however, stopped reading it as soon as they found they were merely wading through a mess of words and consigned the proposition to the waste basket. Eliminated the sob stuff and prepared a short and to-the-point letter giving the vital facts concerning the use of individual motors. Attached to this letter was a blue print showing the construction and installation of a series of Acme motors in a modern plant. Also a "graph" or chart which showed, by means of ascending and descending lines, the cost of running a machine with and without individual motors.

This chart proved that an installation of Acme motors paid for itself within the course of a few years. On opening the letter and glancing at the contents, the prospect, used to having propositions presented to him through the medium of drawings, could not but help being impressed by the blue print and chart. Sixty words in the letter gave him the facts and the balance of the story was in the drawings, where prospects were more at home than when wading through a mass of words.

*Error Number Three*—After sending four follow-up letters to the president of a corporation without receiving a reply, client had made it a practice to start bombarding the superintendent of the plant with his sales literature, the idea back of this plan being that if it were possible to put the idea across with the superintendent, that individual would bring pressure to bear upon the president of the concern and have the motors installed. Wrong. In nine cases out of ten, the reason the president of the concern had not answered was because he was making an investigation of the matter or felt that he wanted more information. The product was really a meritorious one but the initial investment being quite a

large one, the proposition naturally required some thought. By letting the superintendent in on the plan, the client committed two grave psychological blunders. 1—He deprived the boss of the pleasure of calling in the superintendent, after the purchase of the motors had been decided on, and telling him that the new motors were going to be installed. The superintendent's ignorance of this new departure in motors would give the boss an opportunity to assume an "If I didn't look after this plant we'd never get anything new" attitude, a position which every man, regardless of class or rank, likes to feel. 2—As soon as the superintendent received the first few letters of the series and saw that the motors were a good thing he would immediately take it up with his superior officer, in most cases the president of the concern. If the president had the same proposition under consideration, which was the case in most instances, it placed him in an embarrassing position and the quickest way out of the dilemma would be an answer something along the line of: "Yes, I heard of that thing quite some time ago and I investigated it thoroughly. There's nothing in it at all"—and there the matter would drop.

## Evolving a House Organ Policy

By Lester H. Butler

Editor, *Goodyear Tire News*, The Goodyear Tire & Rubber Co.

A definite policy is a strong anchor for anything. A house organ without a fixed policy is at the mercy of every trade wind. This article handles policy principles in a most helpful way. Be sure to read it, if you have anything to do with a house organ.

**T**HERE is something pathetic about the efforts some firms make in building up a direct advertising organ to appear at regular intervals for the avowed purpose (the publishers always announce this purpose at the top of the title page) of being published in the interest of Mr. Gullible Buyer. And since it is so much easier to tear a thing down with destructive criticism

than it is to build it up with constructive criticism I will complete the thought I had when I started writing this.

House organs are my hobby. I am as firmly convinced that a good organ is worth its weight in gold, when it comes time for the firm issuing it to cash in on the good will so created, as I am that a bad one edited with the

shears in one hand and the paste brush in the other is a wanton waste of money, printpaper, and ink. Of the thousand and one house organs that come through my hands regularly probably ten per cent are laid aside for a later and more thorough perusal. I have tried repeatedly to analyze my reasons for this eliminating action and I always bring up short against these:

Typography, art work, and dress register appeal or repulse instantly and establish a superficial opinion.

Treatment of subject matter. The average business man is interested in articles relating to the development of his particular line of business if they are written for a purpose and not to fill space. The discerning business man can tell by reading two paragraphs whether or not the article is designed primarily to help his business or the house organ publisher's.

Sensible handling of titles and illustrations. No man cares to have his mind assailed with baffling layouts and perpetual reiterations of the Company's name in this, in that, and the other. .

The most glaring example of bad form in house organs is the one that contains a lot of poor jokes and not much else. I can't see how even a perverse fate permits such things to live, and yet there are scores of such house magazines littering up the waste baskets of vast numbers of busy business men and loading down the government's mail service with useless advertising (if such inference isn't libelous to the word advertising).

A house organ is a representative for the company issuing it, but it is evident that there are still quite a few firms that permit this class of representatives to say things for which they would dismiss their more animated representatives. The house organ is bound to meet a prejudice and it must be designed from the start to overcome that prejudice just as much as possible.

The news of the trade it contains must be written with that point borne in mind always, for the business man will never consider the house organ in the category of the trade journal and he will glance upon the house organ whose trade stories are written in an unbiased way with favor and unconsciously commend the publishers for their unusual forbearance.

As a means of gaining and holding good will nothing presents a more efficient and economical way than the house organ. There is another and more directly compensating way for it to serve its sponsors and that is as a vehicle for direct advertising. On this line I have some very definite sentiments, however, and the fact that the house organ appears to be solely an important form of advertising to many is my excuse for expressing them here.

I have studied many of the house organs issued by firms who believe it should be this sort of thing—some of them existed but a few issues—and found that the advertising the majority of them contained had no distinguishing marks. In other words the advertising was brought in surreptitiously and one would stumble over it feeling about the same way one would when one kicks the hat that conceals the brick. There may be cases where such a house organ policy is justified, but I believe that the policy which demands that all advertising be set aside and either marked or designated as such with borders, rules, display type and good margins is the policy that makes the house organ more acceptable in the business world.

If the house organ is to be considered as a medium for direct advertising only it had better be superseded by a more economical form of circular. There is so much good a house organ can do that instead of direct advertising possibilities being given the first thought they should only come in for consideration after the possibilities for creating good will and confidence for the firm have been taken up. I believe

good merchandising hints and such ideas as will be helpful to the dealers in any way—service, window trimming, cost systems, ad-writing, etc.—should be the predominating features always of such a house organ. They certainly go a long way toward creating a good wholesome respect for both the magazine and the firm publishing it.

It takes from four to five months for a house organ's influence to begin to show results and then the chances are it will not produce any great volume of direct sales, but only good will. "Near" poetry, "boosting" and "kidding" of friends, and "smutty" jokes are all in the discard with the good editor; they should not only be turned down from the standpoint of taste, but out of pure sympathy for the house organ, for surely nothing kills one quicker than these very things.

Not a few house organs are made ineffective because of the tendency of the publishers to include every possible item they can think of. The result is a typographical conglomerate that to the average business man appears too confusing for even an indifferent perusal. Three or four good features interspersed with a little light matter is the ideal arrangement for maintaining interest in a house organ, and incidentally it is the arrangement that has brought success to a vast number of these trade organs.

I once read a statement of a house organ editor in which he said that "a house organ should be looked upon as a salesman and should be judged as to its effectiveness by the amount of profitable business it brings in." He did not feel that "cumulative results" and "intangible good will" were at all paying the cost of any publication; but I believe I have irrefutable evidence which bears out that the reverse is true instead.

The evidence is taken from my own experience in house organ work and may be the least bit biased because of my rather set views on house organ

policies. Most firms would balk at an expenditure of \$30,000 a year on a program that was calculated to build up good will only. Yet one firm has done this very thing every year for the last six and still maintains that the expenditure is an economical one and that it has more than justified itself through its development of future prospects and indirect business. The expenditure I speak of is made for a six page 12½ x 16 house organ that goes to some hundred-thousand prospects and dealers throughout the country every month.

The cumulative effect of that house organ was such that it is now considered an invaluable vehicle just for carrying the company's name to the minds of prospects and dealers by every one, from president to department managers. They came to that conclusion when the salesmen started reporting that dealers and prospects alike were continually referring to this house organ as one of the best things the company had ever given them.

It was started as most house organs are, a lot of fuss about the personnel of the company, this and that about what it was doing for the dealer, with a point here and there about why the dealer ought to buy a certain article in the line, oh yes,—and a little section for jokes from "here and there" clipped from a real magazine, of course. But a policy was very soon evolved, not based on an arbitrary theory, but on the practical results of an investigation conducted by the editor, the advertising agency, and the salesmen.

The very first result of the investigation was the establishment of functions for the trade organ. These were summed up in the following way:

1. To give the dealer pabulum for exploiting his end of the business.
2. To increase the efficiency of the dealers who were interested in this particular line by the publi-



cation of live retail sales and service matter.

3. To make the publication of such a practical value to the dealer that his interest in the publication will be attracted and retained, thereby making possible the accomplishment of these purposes.

It became a question in the minds of the investigators before it had been carried very far whether the sheet was so frank and emphatic in its exploitation of the company that the dealer would feel too much that he was being advertised to, would regard the paper as a circular of the kind he was accustomed to throw away. This would mean, of course, that the company message periodically delivered would miss its audience. This danger is best

expressed in the language of one dealer called on in the course of the investigation:

"It is tiresome reading 'Company this and company that' a dozen times in every column. My idea of such a publication would be to put it out more in a magazine form with a little humor mixed in, some real information, and most of all a lot less Company all over the sheet."

The policy of the house organ was finally established through the consensus of opinion of the representative dealers called on. At least seventy-five per cent of them had views that could be co-ordinated into one definite policy and a later investigation proved that the policy was ideally adapted to accomplish the purposes outlined above.

## Lessons in Letters—Number Seven

By Harry M. Basford

This lesson is about a follow-up letter. What is a follow-up letter? We once asked ten men that question and not one of them could answer. But Mr. Basford knows, as this letter and its analysis will prove.

### MAKING THE FOLLOW-UP LETTER PAY

**T**HE life of the mail order business depends upon the follow-up system. In many successful mail businesses, the replies and orders from the second or third letter greatly exceed those from the first letter, which may be a reply letter or an unsolicited form letter.

In writing a follow-up letter, either personal or form, two things are essential—first to connect it up with previous letters or other advertising—second to introduce new and interesting matter.

The model letter illustrates both these points, which are explained in the analysis and the application.

### THE LETTER

1. Can we be of any further help to you in selecting a trunk?
- 4.

2.

If you do not find just the size and style "Tourist Dresser" trunk in the stock of our agents, the Popular Department Store, we should like to fill your order from the factory, shipping either direct to you or thru these local agents. This will insure your getting just what you want, should the store be out of stock of the particular style of trunk you prefer.

3.

A person buys a trunk so seldom that it pays to get the best and many travellers who use the "Tourist Dresser" trunk, tell us that no other make gives such lasting satisfaction in convenience and durability.

While the same strong construction and novel arrange-

ment features are found in all our trunks there is a variety of sizes and styles to choose from. There is preeminently suitable baggage for a week-end party or a trip around the world.

5. The enclosed folder explains the main features of the "Tourist-Dresser" trunk, for which it is famous, and if there is any further information that will make for your complete trunk satisfaction, feel free to write us about it.
6. You are the one to use the trunk and we want you to get the style best suited to your needs. Will you kindly write us if you have not already purchased your trunk.

Cordially yours,  
 Tourist-Dresser Trunk Co.  
 S. M. Trent,  
 Sales Manager.

#### THE ANALYSIS

1. This connects up the letter with the previous correspondence without resorting to such hackneyed phrases as "we have heard nothing from you in answer to our previous letter" or "we have been wondering why you have not ordered."
2. This suggests real, direct service in case the local agent has been lacking in closing the sale. It shows a genuine interest in the prospect's needs and a desire to be helpful.
3. Introduces a new point, buying quality for long time use, which was not touched on in the first letter. It is a strong point with reference to such an article as a trunk.
4. Another personal touch in the suggestion of a trunk for every purpose.
5. This folder (different from the booklet with the first

letter) fills the purpose of saying many things that would otherwise be necessary in the letter. It keeps the letter short.

6. Solicitude for the customer's satisfaction is here indicated strongly in a few words and the direct request for a reply is designed to bring it if the sale has not already been made. The cordial tone of the letter is well calculated to make the sale.

#### THE APPLICATION

As exemplified in this letter, the value of a follow-up letter is based upon keeping the prospect's interest alive, by introducing new arguments or suggestions, until he orders. New suggestions, special price inducements and an evident interest in the points that appeal to the reader, will all help to do this.

Letters to induce orders should make it convenient to buy, should remove any objections so far as possible and should make the article more attractive than the money at cost.

To avoid too long a letter, booklets, circulars and other enclosures are valuable and illustrations are essential for most lines of goods.

An effort should be made to fill the exact wants of the prospect by suggesting the particular style or size or grade best suited to his or her needs.

Good recommendations or testimonials are effective for the same reason that the alert book agent makes a special effort to secure subscriptions from the leading people of a town before soliciting the general public.

A follow-up letter should request a reply, either directly or by inference. To this end a return post card or stamped and addressed envelope is often effective. As long as you can keep the prospect writing there is a chance to sell to him. And each of his letters brings up some new point, from his aspect, which can be taken up in the reply.

# The MAILBAG

## *A Journal of Direct-Mail Advertising*

Mailbag Publishing Company  
Publishers

Office: 1800 East Fortieth St.,  
Cleveland, Ohio. Tim Thrift, Presi-  
dent and General Manager. Wm. C.  
Dunlap, Secretary and Treasurer.  
W. B. Conant, Western Manager,  
348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price,  
\$1.00 a year. Ten cents a copy.  
Advertising rates upon application.



TIM THRIFT, EDITOR

August, 1918  
Vol. 2 No. 5

**T**HIS extract from a letter recently sent out by a large printing concern is significant:

"As it is our desire to assist in every way with the conservation requested by our Government, we will for the present dispense with the services of an outside representative.

"Believing that our progress will be steadier and more valuable thru a Direct-by-Mail advertising system, we have recently installed this in our office under the supervision of Miss Blank, and ask your co-operation in making this method successful."

From this time on you will begin to see concerns in all lines of business replacing male salesmen with mail

salesmen. In fact, in the majority of cases, it is the only solution of the sales problem.

So long as goods are made, goods must be sold. If the resident or traveling salesman has been the only sales medium, and women cannot be utilized for the work, then advertising—and particularly direct-mail advertising—must bridge the gap of depleted sales forces.

We venture the prediction that with this the case, and with the experience that will come to hundreds and thousands of concerns because of it, direct-mail advertising will never again be absent in their sales work. For they are due to learn some sound truths about this form of advertising that will open their eyes to new possibilities and enlarged opportunities.

Case after case has been called to our attention—in times past—where, for one reason or another, direct-mail advertising has replaced sales forces. And in every instance sales have been increased and selling expense decreased.

We are not going on record as being opposed to male salesmen. Far from it. We realize that in many propositions salesmen are necessary and there is nothing that can completely replace them. On the other hand, however, there are scores of propositions that can be sold through the mails, without the need of any personal sales effort.

Those who have followed our editorials may begin to think that we are inclined to harp on this subject. Perhaps—but we have seen so many wonderful things accomplished through the medium of direct-mail advertising that we are naturally enthused to see that it is finally—through compulsion, if you please—to be taken seriously by many who have heretofore regarded it as a very trivial matter.

It will be a real test of this form of advertising, but a test that it will meet with flying colors. The result cannot help but be that after we have won the war direct-mail work will be an accep-

ted part of the advertising program of practically every advertiser, with the stress placed upon its importance that it has so long deserved.

DON'T forget that there will be a Direct-Mail Advertising Convention in Chicago on October 9th, 10th and 11th and that Mr. Homer J. Buckley, 632 Sherman Street, Chicago, will gladly give further details to those who are interested.

"WHY is it," a subscriber wrote us the other day, "that I have to write and ask where my magazine is every month? It's a nuisance." You bet it is, and if we were in his place we'd protest, too.

His was an exceptional case, perhaps—and he really hadn't written every month—but the fact remains that the delivery of THE MAILBAG is not as certain as could be desired.

In this respect this publication is no better off or worse off than any other periodical. Mailing conditions are not normal and they will not be normal so long as we are at war and so long as men are hard to get and the railroads have a limited mail service.

In fact, it is this very condition that has made us refrain from applying for second-class rates. We feel that the prospects of our subscribers getting their magazines promptly are better under third-class rates than periodical rates.

Bear with us, please. We are doing the best we can. The magazine goes in the mails each month with every mailing detail taken care of to relieve the postoffice. If you do not get your copy promptly, conditions beyond our control have delayed it.

And when you think of it, it is really a remarkable thing that, in the face of circumstances that would seem to present unsurmountable obstacles, Uncle Sam's postal service has been able to "carry on" as efficiently as it has. Whenever we feel inclined to get

peevish at some particularly vexing delay, we think of those hard-working, under-paid postal employees and we haven't the heart to make their job any harder, through piling up complaints against them.

Won't you, too, bear with us—and with them?

JOHN J. Fuller, formerly of the Roycrofters, now Regimental Sergeant Major, Administrative Section, Headquarters, 1st Division, American Expeditionary Forces, France, took time out of a busy day to send us this good word:

"I enclose five French francs, which is the nearest thing to a dollar that grows around here, and trust that through the co-operation of the money changers in the Cleveland banks you will be able to continue the arrival of THE MAILBAG.

"After a year in France I can say very 'politely' that for keeping in touch with the doings of the folks in the direct-advertising world, THE MAILBAG is the original *tres bon* intelligence service; the perfect wireless *laisson* to the front line; the handy little carrier pigeon from the Direct Adites to the War Zone."

Which, you must agree, is about as pleasant and graceful a compliment as could be paid us.

John is one of many in the Service who take THE MAILBAG in order that they may keep abreast with direct-mail activities at home, and, upon their return, take up their work with full knowledge of the latest developments in the field.

And those at home who are indifferent to a similar educational opportunity may find themselves some day up against the real thing when these physically fit and mentally keen young men jump again into the harness and start to doing things in the direct-mail field.

Good morning, have you bought a Thrift Stamp today?



**A**N artilleryman without a range finder could hardly be more impotent than a campaign of direct advertising prepared without a preliminary analysis of conditions and possibilities.

We never undertake the production of the smallest piece of advertising literature until we have the facts. That's why Horsting sales campaigns are one hundred per cent efficient—yet they cost no more than "guess work" campaigns.

Let us analyze your proposition. A request to do so involves no obligation on your part.

**THE HORSTING COMPANY**  
**SALES DEVELOPMENT :: ADVERTISING**  
*First National Bank Building*  
**CHICAGO**

# WANTED

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## *Multigraph Ribbon Spools and Type Tubes*

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Tin plate is one of the important materials needed in Government work, and must be conserved to the fullest possible extent for war essentials. Very little new tin plate can be used in the future for Multigraph work.

We earnestly urge all Multigraph users, therefore, to return to us all *Multigraph Ribbon Spools* and all *Type Tubes* which they may have accumulated. If you will turn them over to our branch office nearest you, our representatives will pay you cash for them, in any quantity, at the following rates:

*Multigraph Ribbon Spools* - - - 5c each  
*Type Tubes (any size)* - - - 1c "

We bespeak your sincere co-operation with us in this matter of conserving the supply of tin plate. It is of great importance to every Multigraph user.

**The American Multigraph Sales Co.**  
Cleveland, Ohio

GENERAL LIBRARY  
OCT 17 1918  
U.S. MAIL

# The MAILBAG

*A Journal of  
Direct Mail  
Advertising*



OCTOBER & 1918  
VOL. II NO. VII

# The Weakest Sentence in a Sales Letter

Can be made the Strongest

It takes a strong letter to hold a man's interest until the catalogue you are sending arrives, even if it is only a few hours or until the next mail.



Visualize Your Product With Your Letter — Use an Advertising Letterhead.

The advertising letterhead is a wartime necessity when changing prices and shortage of material make catalogues out of date before they are off the press.

**SOLVES THIS PROBLEM**  
SEND for a sample set showing actual letterheads, that are producing business for advertisers—write now.

For Sale Everywhere

CHICAGO PAPER COMPANY

804 South Wells Street

CHICAGO, ILLINOIS

Please mention THE MAILBAG when answering advertisements. Thank you.



# The MAILBAG

A Journal of Direct-Mail Advertising

Edited by Tim Thrift

(10c a  
copy)

(\$1.00 a  
year)

Vol. 2

November, 1918

No. 8

## A House Organ That is Helping Solve a Labor Problem

By Edwin M. Giles

Editor of Publications, E. F. Houghton & Co., Philadelphia

So much interest was aroused in "Speeding-Up Production Through Bulletins and Publications" in our September issue that we have arranged for a number of articles on this and related subjects. Here is the first.

**THE HOUGHTON PAY ENVELOPE** is a monthly message from the executives of E. F. Houghton & Company to their employees, published with the object of enabling them to understand certain things that they might not otherwise have the opportunity of comprehending.

The first issue was of February, 1916, and was the crystallization of an idea long held by Mr. Charles E. Carpenter, President and General Manager of E. F. Houghton & Company, and "Head-Editor" of *The Houghton Line*, that the rank and file of the Houghton Organization, being an active part of the organization and, to a large extent, its stockholders, was entitled to be given more confidence regarding the policies, plans and intentions of those who represented the employees in the management of the Company.

Mr. Carpenter felt that the Company should regard its working force in the same light as citizens of a municipality are regarded, as being entitled to know how the affairs of the Government of which they are a part are being conducted by their representatives, the executives. E. F. Houghton & Company neither wants, nor has, any person in its employ who does not consider his or her future in the keeping of the Company, and who is not vitally interested in everything the Company does.

The success which the Houghton *Pay Envelope* has had was a certainty, for Mr. Carpenter and those he has assembled about him in the executive management of the Company were no tyros in house organ journalism. Mr. Carpenter's success in interesting a wide range of readers with *The Houghton Line* made him confident that an employees' periodical could be provided that would not only be interesting, but helpful and instructive to the personnel of the Houghton Organization.

There was a time in the history of the House of Houghton that the President could walk through the works and call each employee by name and know exactly what the duties of that employee were and, by exchanging remarks with the employee, impart and obtain useful information. One of the penalties of success is growth and one of the disagreeable features of the growth of any business is that it becomes so large that personal contact between employees and executives is not practical.

Mr. Carpenter, formerly, with a view of expressing certain thoughts to the employees, was in the habit, at irregular periods, of having those thoughts printed and placed in their weekly pay envelopes.

In a foreword to the publication, the *Pay Envelope*, printed in its initial issue, Mr. Carpenter said to the readers:

It has been frequently stated that "the laboring class is ignorant." There is no disgrace in ignorance, however. The disgrace is unwillingness to learn. No person should be ashamed of not knowing that which he or she never had the opportunity of knowing; neither should any person be ashamed of not being able to do that for which he or she hasn't any talent.

For instance, I am lamentably ignorant on the subject of astronomy, because I have never had an opportunity to study astronomy. Neither have I had any desire to do so nor do I believe I am naturally adapted to the study of this subject. Therefore I take great comfort in being satisfied with having made a success in that to which I am adapted and don't annoy myself, or strain my nerves, by being ashamed of not knowing anything about astronomy.

So it is with the working class. Much that they don't know they have never had an opportunity to learn.

How can a man working in our tank-house, for instance, know how much it costs to sell goods?

He might form a definite idea as to the ingredients which enter into an oil and the cost of those ingredients, the cost of the package and the cost of the labor; and thus have a proper conception of the cost of the material on our platforms ready to ship; but there his opportunity to know would cease.

He would have no idea as to how much of the enormous expense of the offices should be charged in the cost, what amount per gallon should be assessed for interest, taxes, rent, insurance, light, heat, power and numerous other charges generally referred to by accountants as "over-heads."

Neither would he know what the amount of freight would be on the finished goods to their final destination, or the amount per gallon in salary, or commission, we would have to pay to sell the goods, or what the cost per gallon would be for advertising.

Therefore, it would be utterly impossible for anyone with a mere tank-house experience to be other than ignorant of the actual net profits on any of our products.

I would be just as ignorant of such matters as the most ignorant man in the tank-house if my services were confined exclusively to the tank-house, and I would not be ashamed of the ignorance—therefore no man in the tank-house should be ashamed of that ignorance.

Now the working class (and by the working class I mean every person who has to work for a daily wage) harm themselves largely because of thoughts and actions based upon a misconception of true facts due to what I herein refer to as their ignorance, which is merely another way of saying that the working people harm themselves because they do not have the proper opportunity of knowing real facts.

One of the objects of the *Pay Envelope* is going to be to pass along to our working force these facts as the executives of the Company see them. We are not always going to be correct. They must be accepted as our thoughts and, like all things that are human, are subject to

error; but for the most part we shall be patient, we shall endeavor to use language so plain that even the office boys will understand, and we ask a most careful consideration of these thoughts by each and every employee.

We shall take advantage of this publication to issue from time to time certain instructions, and endeavor as far as practicable to give reasons for the same, and we shall be more than pleased to publish a contribution from any of the employees who may have a thought to express. If the employee feels that he or she has not the capability of writing such an article for publication, and will bring the thoughts into the office to some executive we will endeavor to put these thoughts into understandable language and print them.

The House of Houghton makes no claim of being perfect. Were we to believe that we were perfect we would be lamentably wanting in that thought alone.

We never expect to be perfect and therefore we will never be discouraged because we do not reach the final goal of perfection.

We merely are endeavoring from time to time to improve as rapidly as conditions will permit.

We have been sending a message to our customers every month for over ten years through the pages of *The Houghton Line*.

We have been sending a message to our sales force every month for several years through the pages of *Vim*.

Now we are sending a message to our employees every month through the columns of the *Pay Envelope*.

The title, *Pay Envelope*, has been chosen with the thought, that the employee who is most efficient will receive the best pay and quickest advancement, and therefore if the object of the *Pay Envelope* is attained, it will increase the contents of the weekly pay envelope of at least some of the employees.

Again, in order to make the columns of the *Pay Envelope* not too serious we shall at all times welcome news items. That is, items of interest concerning the employees. Engagements, marriages, deaths, vacation experiences, accidents, illness and social entertainments will be published to a limited extent.

We are also going to take some of the arguments of well-known labor leaders and give to these our criticism, favorable or unfavorable.

Believing that the wisest, as well as the most charitable are those who are open to conviction, and will therefore change their minds, we reserve at all times the right to alter our opinion as we are enabled to see matters in a different light.

It is hardly necessary for us to say that the success and continuation of the *Pay Envelope* will depend entirely upon the way it is received and supported by the employees.

That the *Pay Envelope* has been a success is proven by the fact that its issue is awaited eagerly each month by the force, and that there is a healthy discussion of questions brought up



therein by members of the working force, who are frequent contributors.

It is beyond question that the preservation almost intact of the Houghton Organization in these turbulent times of labor agitation is largely due to the *Pay Envelope*. The losses sustained by the Houghton Organization, other than through draft and other departures to enter the nation's service, have been practically inconsiderable.

Philadelphia is the center of the shipbuilding industry, as is well known, and there are also hundreds of munition and other industries competing for the available labor, but few men have been lured away from the Houghton Organization.

The situation, at its outset, was placed squarely before the working force in the *Pay Envelope* and they were told in its columns that it was farthest from the Company's wishes to interfere with or retard in any way the nation's need for men to build ships

and make munitions. It was laid before them, however, that this Company was, by Government acknowledgment from Washington, playing a most important part in munitioning the forces in the field and in keeping the wheels of industry humming during wartime, the products of E. F. Houghton & Company, as is well known, being an imperative need of every industry using power and particularly of those making metal and textile products.

There have been practically no labor disturbances affecting E. F. Houghton & Company and there is yet to be a strike among its working people.

The *Pay Envelope* has been the medium for the announcement of an insurance plan by which every employee of the Company is a liberal participant in the Company's group insurance policy; for the announcement of the inauguration of a merit system, by which bonuses, promotions, increases in pay, etc., are decided upon at the

first of each year; for the announcement of awards for suggestions made, which adopted suggestions become merit marks on the employee's record.

More than being instructive and helpful to the working force, the constant endeavor of the *Pay Envelope* has been to be interesting to its readers. The editorial policy of the periodical realizes that too much preachment falls on the ordinary reader.

There is always an endeavor to make the reader a contributor to its columns.

The Personal Column has been a great source of the employees' interest in the *Pay Envelope*. Starting with a few personals that the editor collected in odd moments, now there are more jottings concerning those about the plant handed in than can be printed in an issue. These are called "Houghtonews" and good natured and clean jollying and poking fun at individuals has aroused the keenest interest.

The *Pay Envelope* prints each month an honor roll of the Houghton boys who

have entered their country's service, and letters from the boys are printed each month. Smileage books were sent to the boys in the camps from a fund raised by the executives, headed by the President, and the girls in the Organization have, through the instrumentality of the executives and the *Pay Envelope*, started the Houghton Auxiliary, whose object is to knit for Houghton boys in the service.

Various other philanthropic and charitable movements have found utterance through the *Pay Envelope* and brought ready response from the Houghton Force.

Photos of members of the Organization and accounts of promotions are also given prominence in the periodical.

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EDITOR'S NOTE: Mr. Giles was formerly private secretary to the President, but is now Editor of Publications, having supervision over the five Houghton publications, *The Houghton Line*, *The Houghton Herald for War Workers*, *The Houghton Industrial Digest*, *Vim* (for the sales force) and the *Pay Envelope*.

## How Montgomery Ward Censor Their Catalog

By Richard C. Gano

Those who have an idea that imagination plays a large part in the composition of copy for mail-order house catalogs, will get a new slant through this inside story of the censorship exercised by a man who occupies the unique position of customer-impersonator.

ONE morning about three years ago, when Henry Schott was conducting a prosperous little business of his own in Chicago, the president of one of the city's great mail-order houses sent in his card. Mr. Schott had known Robert J. Thorne, of Montgomery Ward & Company, for many years, and lost no time in making him welcome. Mr. Thorne came to his point at once.

"Henry," he said, "too many of us—men who work in offices—get to viewing our businesses from narrow, personal standpoints. We get into thought ruts and begin to lose the customer's angle, no matter how we strive

to guard against it. I am going to employ a man who will be the customer's representative in our establishment. I've thought over the men I know, and I've hit on you. You don't know the first thing about the mail-order business. So much the better. Your work will be to supervise the preparation of our catalog and advertising, or in other words to direct our sales and publicity. But the real big thing I shall want you to do will be to impersonate our millions of customers. I want you to consider yourself the composite picture of the people who buy from us, and I want you to see that you—the customer—get a square deal, all the way round."

Schott accepted the commission and forthwith entered upon the task of putting himself in the customer's place. He became the personification at headquarters of the people scattered from the Atlantic to the Pacific and from Hudson Bay to Yucatan who write in for the big Montgomery Ward catalog and order goods from it. In 1917 the company's general catalog was mailed to 6,200,000 homes, while twenty or so special catalogs received an additional circulation of 19,098,000. Henry Schott undertook to see that these people got treated right.

Mr. Schott admits that despite the fact that he had been empowered to give the firm's customers an absolutely square deal, he entered the mail-order business in a not wholly unprejudiced frame of mind. He knew that an integral part of the company's official signature is, "Satisfaction guaranteed or your money back," but whether this was business camouflage or not he didn't know. He wasn't sure that if the customer had made a mistake in his order, had asked for the wrong size, or had ordered something and then decided he didn't want it after all, he could really get his money back. But he soon discovered that the slogan meant exactly what it said—that the company does not take issue with its customers except in the most extreme cases of unfairness—that the sole judge as to the interpretation of that word, "satisfaction," is the customer himself.

"Until I saw the real inside of Montgomery Ward's methods," says Mr. Schott, "I had never fully realized how broad an attitude a merchant can take and still be successful.

"To illustrate the extreme to which the principle is carried, I happened to learn the inside story in connection with a sale of a stump puller. A man who had a pet farm near Kansas City failed to make it go and directed his manager to sell all his implements, stock, etc. Among other things they came to this stump puller, which had

been purchased three months before but had never been used.

"How much will we get for that?" he asked his manager.

"Sixty-six dollars and twenty cents," was the reply.

"Why, that's what you paid for it, three months ago."

"Yes—I know it," said the manager, "but I have never used it, and we have decided we have no use for it. I will send it back, and Montgomery Ward will refund the money."

"That doesn't sound right to me," said the owner, "but if you think you can do it go ahead. But I don't want any argument about it, and if they object, drop the matter."

"But back came a check for the full amount, and without any question or discussion.

#### PUZZLED AT FIRST

"That seemed pretty extreme, in the customer's favor, to my way of thinking," Mr. Schott continued, "and when I had dipped into a book of directions which had been compiled for the House catalog writers and saw how conservative were the copy policies, it began to puzzle me to figure out what there was left to be done in the customer's behalf. 'Do not exaggerate,' says one paragraph in this book. 'There is no argument stronger than truth; there should be enough good in every article of merchandise we handle to bring it to the buyer's attention in a truthful and forceful way, keeping in mind that at no time should we give the customer to understand that the article is better than it really is. We desire to so conduct our affairs that all who deal with us will feel satisfied with their trade, will be pleased with our methods, and will retain a feeling of friendliness for us.'"

But he figured there must be room for improvement or he would not have been hired, so he got to work. In order to keep the customer's viewpoint, he studiously avoided learning anything

about the operating end of the business. He is not interested in knowing how it happened that a man who ordered a mowing machine received a pair of boots, or why a woman who may have sent for a sealskin coat received a shaving set. He doesn't care whether the excuse is good, bad or indifferent. He works only from the standpoint of the customer getting what he wants when he wants it and having him satisfied and pleased when he receives the goods. If he listened to explanations he would indubitably begin to sympathize with the house instead of the customer—so he won't listen to them.

He began to see that the return privilege and money back guarantee was merely a cure for dissatisfaction, not prevention of it. His job was to prevent, and make the cure unnecessary. He began to study the ways of the advertising writers, and he found that despite the rules against exaggeration advertising writers would unconsciously do it. He found he had to guard against the honest enthusiasm of the men, or the catalog would be too glowing in its descriptions of goods. The artists, too, had a weakness for making articles look more costly and elegant in the catalog than in reality.

#### HIS GOOD SERVICE BUREAU

The huge catalog is written by about twenty advertising managers, each of whom takes care of one large department or several small ones. As a check on these men, Mr. Schott organized a "Good Service Bureau" which has as many inspectors as there are advertising managers. These inspectors, trained in the lines of merchandise handled in their respective departments, study the merchandise and study the catalog. All proof pages, prior to the semi-annual issue of the catalog, go to these inspectors for careful checking of statements and illustrations and comparisons with the actual merchandise.

They are responsible to only the head of the "Good Service Bureau," and can take issue with any executive in

the department in which they are stationed. They can take merchandise out of stock and hand it to the head of the Service Bureau's laboratories. Here, whether the merchandise be a steel auto accessory, a textile, a food, or a shoe, there is an expert chemist who can tell in short order whether it comes up to the manufacturer's contract specifications. If it does not, the catalog description must be altered accordingly, or the goods returned to the manufacturer.

If the article at fault has already been advertised in the catalog, and ordered by customers, the order is never filled without a full explanation. If goods coming up to catalog description cannot be secured, the faulty goods may be sent, but opposite the item on the customer's invoice is placed a cross mark, the price is lowered, and a printed slip explains that it was impossible to send the goods described in the catalog. This is done stringently, even if the customer would never know the difference.

"I can still hear the roars in the advertising department," says Mr. Schott, "that followed the earlier inroads of the 'Good Service Bureau.'"

"Certainly this isn't a solid bronze door knob," a catalog man would say. "When the trade says bronze door knob it means bronze finish. Only millionaires could afford to buy solid bronze door knobs, and no customer expects bronze door knobs to be solid bronze all the way through." Nevertheless, the "Good Service Bureau" decided that bronze means bronze, and that if bronze finish is meant, bronze finish should be the wording to the customer without any question.

"The Bureau has been in operation for about three years. At the beginning innumerable errors were found. The number of mistakes was a complete surprise to the management of the business, and, I may admit, was a cause of great chagrin.

"But the check of the Bureau has made the merchandise buyer more

careful, it has made the manufacturer more careful, it has resulted in the catalog writers being extremely conservative in preparing copy. The buyers are becoming more careful students of their goods, for they know that their purchases are likely to be thrown out of stock; and the manufacturers are giving closer attention to their deliveries to Montgomery Ward & Company, because they know that they are likely to get their goods back if they do not meet specifications literally."

It was logical to let the "Good Service Bureau" also handle actual complaints from customers, and an additional staff of workers under the Bureau manager now take care of complaints. They not merely give the customer satisfaction, but they analyze the complaints. By reading say three thousand letters of complaints to the shoe department, certain faults in the department begin to loom large. Then the staff worker can go to the department, compare the facts with the catalog representations, and see where the consumer has been getting a wrong impression.

"We are the Montgomery Ward customer," says Mr. Schott, speaking collectively for the "Good Service Bureau." "We are in continual danger of setting up our own viewpoint in place of the customers', but our study of these complaint letters helps us to maintain the outside angle on things. Now, there, on the table, is a mourning dress that was returned. It is a very low-priced, unpretentious garment. If I acted on my own judgment of its merit, I would throw it out of stock entirely. But it fills a demand. There is a demand for that grade of garment at that price, and the percentage that come back when the stock is up to catalog description is small. This particular lot was not up to description, but we did not find it out until the actual complaints brought about an investigation."

#### ANY MERCHANT COULD USE THE IDEA

Mr. Schott says that one of the lessons he has learned since it has been his business to enact the role of millions of customers and see that they get a square deal, is that the American people, when they get a square deal will give a square deal in return, and that this is the only reason Montgomery Ward's guarantee of satisfaction does not give rise to numerous cases of outrageous imposition.

"Ninety-nine and a high fraction of per cent of the American people are straight, fair and square," he says, "and all they ask is a straight, fair and square deal in return. At least, that holds good with the people who deal with us."

"Furthermore, I am convinced that if so broad a guarantee can be given in dealing with people through the mails, it should be far easier where the customer and the merchant meet face to face, and I believe that any merchant whatever the size of his business, would find it to his advantage to have someone in his organization responsible for making a study of his merchandise and comparing the actual facts with his advertising claims. It will pay him in his buying, and it will pay him in the results he will get from his advertising, and it will pay him in the confidence he will create in his goods. It might seem unreasonable that he should stick to literal facts when many of his competitors are perhaps running a little wild in that direction; but in the long run it will be to his benefit, because his customers will, I believe, soon learn to discriminate between his accurate statements and the more or less doubtful ones of others."

"In other words, protect your customers' interests, and they will do a whole lot towards protecting yours."

THE conservation of paper is important. Tons of writing paper are wasted by business concerns every day who take a full-size letter sheet to say a few lines. Provide a quantity of half-sheets for short letters.

## Buying Photo-Engravings

By James F. Tobin

*Editor of Etchings, the Gatchel & Manning House Organ*

This is the first of a series of articles on photo-engravings which will contain some sound advice on how you can co-operate with your engraver to get better results from your direct-mail advertising.

AT the outset, we shall take it for granted that it is unnecessary to impress on buyers of the calibre of "MAIL BAG" readers that quality engravings are the only kind worth buying. "Cheap" engravings are worth just what they cost. A buyer can't get more than one hundred cents worth of value for one dollar in engravings any more than he can in your own line of business. The buyer who cannot afford (?) to buy good work now, will probably never make enough money from his advertising to be able to afford it.

Before entering on a discussion of the various kinds of engravings and their uses in advertising, it might be profitable for us to arrive at a definite understanding of what is meant by "quality" in photo-engraving and of what it consists.

Photo-engravings are not a manufactured article offered for sale to whosoever will pay the price. Neither are they standardized articles which can be classified as Five, Ten or Twenty Dollar values for such and such grades of work.

*The production of photo-engraving is a service, pure and simple. The service consisting of the making of engraved plates to produce certain results desired by the particular buyer when used under known conditions of paper and printing.*

There being an almost endless variety of paper stocks and a still greater diversity of printing conditions, it follows that an engraving is good, bad or indifferent in proportion as it produces the desired results when printed according to specifications previously understood.

It will be our endeavor in these articles to discuss photo-engravings in

their relation to advertising, more particularly direct-mail advertising, and see if we can establish a sane basis for an understanding between those who buy and those who sell, with the primary purpose of enabling the buyer to get the work that will best suit his purpose with the least expenditure of time and effort on his part and with the perhaps no less laudable idea of reducing the amount of labor hitherto required of the Recording Angel in connection with the ordering and execution of engravings.

### BUYING ENGRAVINGS

Far be it from the writer to imply that you, gentle reader, have ever been guilty of such misdeeds, but being a man of wide experience and keen powers of observation you have probably noticed that engravings are frequently ordered in somewhat the following fashion: Mr. Advertising Manager conceives a corking good idea for a piece of advertising literature. One which even the native modesty, characteristic of all advertising managers, compels him to admit will "knock 'em cold." He plans it in all its details; decides on the paper, the type, the color scheme, etc. He decrees that the best printer in town is none too good to handle this job. And then—he calls in his stenographer and dictates a request for prices on "cuts" (archaic misnomer) and directs her to send copies to four or five engraving houses. He goes over the "estimates" received and in all probably awards the contract to the lowest bidder. Apparently he regards engravings as a more or less negligible quantity instead of being a vital factor in the success of the advertisement.

When he finally orders the engravings he wants them in about one-half the



time needed to turn out the work properly. If the engraver when ordered to deliver the work tomorrow afternoon at four o'clock puts up a kick, Mr. Advertising Manager threatens to place the order elsewhere. A threat which in the days gone by was unhappily too often effective. It might be remarked in passing, however, that these "days gone by" have gone by forever. The modern engraving establishment is a business house instead of a place of accommodation for unthinking or arbitrary minded buyers. But, we shall assume that Mr. Advertising Manager has passed the "price" stage and has selected a house with a reputation for good work. He sends his "copy" with instructions to make "first-class" halftones, and no further particulars.

What does he mean by "first-class"? What result is he after? What style or finish of plates will be most suitable? What paper will be used? Will the press work be good, bad or indifferent?

It is possible to make those plates square, oval or circular finish, with or without a line border; they may be made partly vignettied, with two or more sides finished square; full vignette or with a part either silhouette or vignette and part square, oval or circular finish. They may be made in a variety of screens from fifty lines to four hundred lines to the square inch. Which of these, singly or in combination, did Mr. Manager have in mind as "first-class" work?

If the engraver has a subconscious mind with highly developed telepathic powers—in other words, if he is a long distance mind reader, he may be able to decide. If he is a normal human being, he cannot. Some engravers "take a chance." Others, more conservative, decline to proceed without definite detailed instructions. In the former case, if he "guesses" wrong, there's trouble. He is consigned to the limbo of 'pale gray whangdoodles' or words to that effect. If he holds the work up, there is delay,

always annoying and sometimes costly.

The proper way to order engravings so as to reduce the chances of trouble to a minimum is about like this: Decide first on the paper to be used and send a sample along with the copy, if the stock is not one of the well known brands. Select the style and finish of plates most suitable for the subjects and the general format of the piece of literature in which they are to be used. The screen to be used will of course be governed by the paper. If the style or finish wanted is something out of the ordinary, it will be well to send proofs or clippings showing what is desired. Have some kind of an understanding about price before the work is started. If price is no object say so, but get an approximate idea of what the cost will be. If the appropriation is limited state your limit frankly to your engraver and trust him to give you the best results possible for that price. If you have an engraver that you can't trust, get another engraver.

There is apparently some confusion in the minds of buyers about the proper use of the word quality in its application to engravings. Many of them regard quality as synonymous with expense; that Four Color Process, in color work, and elaborately worked up halftones, in black and white, are the real quality engravings. This is not correct, as a moment's reflection will show. A newspaper outline may be a quality engraving of that kind of work while a set of Four Color plates might be very poor engravings.

The house with which the writer is connected has, for some years, advocated the use of the word "grade" as a practicable way of eliminating the confusion referred to. "Grade" meaning the class of work—i. e., Newspaper, Trade Journal, Catalogue, Circular, etc., etc. Quality being used only to refer to the excellence of the result. By using the words "grade" and "quality" in this way it is easy to designate the class of work and its purpose as well as specify the degree of excellence desired in its execution.

## ART WORK

It is possible to buy art work with little or no trouble if you go about it right. There are opportunities for misunderstandings (a statement you will no doubt endorse, if you have had many dealings with artists) but taking the proper preliminary precautions will do away with the necessity for any subsequent "rough stuff."

Sometimes the commercial instincts of a buyer conflict with his sense of aesthetic appreciation. He wants a picture of a fair young maiden using his patent Lung Perforator, and expects to pay about Eleven Dollars for it. And if he doesn't get a Harrison Fisher or Franklin Booth result he throws a fit.

Every engraving house of any size usually has a large Art Department, which includes a variety of talents. First class artists, good artists and artists. It is palpably absurd to have to state it (but experience has shown it to be necessary) that the salaries of these artists vary in proportion to their ability. One artist may be twice as prolific as another and notwithstanding the temperamental vagaries attributed to him, he expects to be paid accordingly, if not more so.

Accordingly, a drawing or design costs in proportion to the ability and productive power of the artist. This is the reason why an answer cannot be given to the buyer who asks, "What do you charge per hour for art work?" Whose hour does he want to pay for?

Unsatisfactory results are due sometimes to the buyer having a mentality disturbed by a quantity of partially digested art. He is prone to tell the artist what to do and how to do it rather than describing the result desired in putting it up to the artist to produce. In the former case the artist is not responsible if the work is a fizzle, in the latter case he is.

The same general rules apply to the successful buying of art as were given about engravings. Given the

paper stock, the style of work and an approximate cost and the manager can see that the artist best qualified to handle the work together with the time limit of the number of "his" hours that can be profitably spent on it.

Looking back over what has been written, it seems comparatively simple, this question of getting what you want from an engraver. If in addition to the precautions mentioned, you take the additional one of linking up with an engraving house with the right ideas of service, an efficient cost system, modern equipment and experienced and conscientious management, getting what you want when you want it, will be as easy as getting the glad hand from a political candidate the day before election.

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The next article in this series will deal with "Illustrations of Machinery."

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A CLEVELAND business man has, for some time past, instructed his stenographer to add this postscript to many of his letters:

"It is unnecessary to reply to this letter. We are at war, so let us conserve time, labor and material as much as possible."

His correspondents have taken so kindly to the idea that he plans to have the same message put into a briefer statement and printed or stamped on his stationery.

Of course the idea cannot be used on all letters, for some must have a reply made to them; but you'll be surprised—if you make the test on a day's mail—how many letters you feel obligated to answer out of business custom and courtesy that really require no answer at all. You are constantly writing "acknowledgments" that you might be relieved from if the other fellow had said what the business man quoted says.

Think it over. The idea is worth passing along and adopting—for the duration of the war, at least.

## Aw, What's the Use?

By Maxwell Droke

You'll sympathize with Droke in his story of the man who knew all about advertising, because you've met his counterpart, and have been thwarted by him, too. But read the sequel in this case—it's interesting.

**E**VERY once, or maybe twice in a while, we folks who work with words run across a client who simply won't let us do anything for him.

The latter part of last year I had such an experience, and because, in some respects, it's really too good to keep, I'm going to speak right out in meeting.

The organization with which I am connected had been requested to prepare a four-page illustrated letter for a retail furniture house. The letter was to go exclusively to women shoppers, and feature a number of articles for Christmas gifts.

"Put plenty of snap and punch in it," were the retailer's instructions—"something out-of-the-ordinary, you know."

So I sat down and tried to stir a little personality and human interest into the letter—something that would set up a longing in the heart of every woman in the country to come in and add to the cash register receipts of Mr. Retailer.

After performing some mental acrobatics, and exercising my trusty Remington, the up-shot of it was that the first-page letter read about like this:

Dear Madam:

Goodness! Here 'tis late November, with Christmas just around the corner. Even now you can almost sense the Holiday feeling in the air.

"Oh, dear!" you sigh, "there's the Christmas Shopping to go through with!" But I want to tell you about a woman who found a very, very easy way of avoiding just that very bugbear. Yesterday she came into our store and spent the whole afternoon looking around. Here, without a bit of hurry or flurry, she selected Christmas presents for almost everyone on her list. Then she made a small payment on account—just a few dollars, you know—and we laid away the things for her until Christmas.

And for you, too, we've a wondrous array of Christmas possibilities. Right at the head of the list come Red Cedar Chests—just you turn

the page and the pictures will put a sparkle in your eyes. A host of other styles and sizes await you here—some big and delightfully roomy—darling little ones, too, that you are sure to adore. Others in combination chest and window seat—artistic and very serviceable. You could not find a more charming or worthwhile gift.

Then come big, comfy chairs—we've oodles of them from which to choose. Turn to the back page this very minute and look at the five popular patterns illustrated there. Read the descriptions. Notice carefully the generous proportions and sturdy construction.

Floor lamps! Why, it's for all the world like a trip through Fairy Land to look upon the many, many harmonious shades and styles we are showing in these appropriate gifts.

And smoking stands for the men folks! What could be better? The Male Person who finds one of these stands among his Christmas presents is sure to be mightily pleased.

The prices? That's the very best of it all! Just you compare our prices with the offerings of others. You'll be agreeably surprised.

There are so many, many more things that we can't begin to list them all. You simply must come in and see for yourself. Look around as long as you like. You'll be as welcome as welcome can be.

We shall be expecting you.

With Christmas Wishes,

PROGRESSIVE FURNITURE CO.

*WELL*, when I showed that copy to Mr. Retailer, it certainly did fan out in one-two-three order. He didn't like it a little bit, and hesitated not in saying so. With a few well-chosen words (and an ample number of gestures) he proceeded to pick about forty-seven dozen flaws in the manuscript. When finally he released the blue pencil, my poor brain infant was scarcely recognizable. This is the way he put "punch" into those paragraphs:

Dear Madam:

It is late November. Christmas is only a month away.

"There is the Christmas shopping to go through with," you say. But we wish to tell you about a woman who found an easy way of avoiding the shopping trouble. She came into our store and selected several of her Christmas

presents. Then she gave us a small deposit on account and asked us to put away the things until Christmas.

We have a great many beautiful articles that will appeal to Christmas Shoppers—among them Red Cedar Chests. You will notice some of these chests pictured on the inside pages. We have several other styles and sizes to show you. They make very useful gifts.

Then, we have large, comfortable rockers—a number of them from which to choose. You will find five popular patterns illustrated on the back page of this letter. Read the descriptions and notice carefully the generous proportions and sturdy construction.

We are showing a very large line of floor lamps, in harmonious shades and styles. They are always appreciated as gifts.

You will find our prices extremely low. We are offering you positively the best bargains in town.

We have many other articles that will make good Christmas presents. Come in and look them over.

Respectfully,  
THE PROGRESSIVE FURNITURE CO.

But was friend client satisfied with this meagre censorship? Not very much! He turned to the inside pages, devoted to Cedar Chests, and his eye straightway caught this paragraph:

A Cedar Chest for Christmas! Never, no never, was there a more acceptable gift. The fresh, pungent, North-woodsy aroma of the Red Cedar Chest seems somehow to carry with it a bit of the true Christmas Spirit.

"What's the use in repeating all that 'Never, no never' business?" he interrogated, "and cut out all that 'Northwoodsy' stuff. It sounds foolish."

"Listen here," I commanded testily, "you're dealing with women, remember, and—"

But he was raving again, this time about an innocent little phrase, "Can you—really, *can you*—think of a more useful and worth-while all-the-year-around gift?"

"Might set 'em to thinking about something else," he observed sagely. "I don't like it, anyway. Cut it out."

In the succeeding paragraph he took particular exception to the statement, "Why we just know you'll want to spend hours in this one department."

"That'll encourage the women to snoop around here for half the day," was his comment. "Lord knows they stay long enough as it is. Better leave that out."

"And while you're here," so ran the copy, "look around this home of out-of-the-ordinary gifts. Examine well the many Christmassy things that beckon to you from every nook and corner."

Naturally, those few words came in for their full meed of criticism. "Now, that expression, 'out-of-the-ordinary gifts'—that's a crazy thing to say," our friend remarked judicially. "Why didn't you just say 'unusual gifts'?" (And yet he had asked for "out-of-the-ordinary" copy!). "And that 'Christmassy things'. I never heard of such an expression. Make that 'Christmas Novelties'—sounds a lot better. And how can such things 'beckon,' I'd like to know?"

It would take too long to go through the criticism in detail. I've given you a fair sample. Suffice it to say that Mr. Retailer wound up his siege of fault-finding by loudly denouncing a paragraph describing floor lamps, which chanced to contain the word "hominess." "There ain't any such a word in the dictionary," he announced with the air of one who has made a great discovery. "I looked it up!"

"Perhaps not," I assented, "but I happen to know that it is in the lexicon of several hundred thousand women. You'll have to bear in mind that the dictionary was written by a *man*—and a man with 'learning' on the brain, to boot.

"Some of these days when you haven't anything else to do, take half an hour off, go over to the City Library and look up an old engraving of N. Webster, Esq. Decide then for yourself whether you would care to hire the original of that portrait to sell cedar chests, floor lamps, and suchlike things to the women who come into your store for the Christmas season, A. D. 1917.

"In the meantime," I added, "I'd suggest that you take this copy right up to the house and show it to your wife. Ask her if she thinks it's best to make the changes you suggest—and let me know what she says."

I guess maybe he did take the matter up with his better half, for when my 'phone rang an hour later, he rather sheepishly instructed me to "go ahead and get out those letters like you wrote 'em."

It has always been a mystery to me why some people will hire an advertising man who, at least, is *supposed* to know his business, pay him a large fee to get results, and then insist on thwarting him at every turn.

No other professional man is forced to labor under such a handicap. Why, oh, why should the advertising man be forced to play the woolly-coated quadruped for all the would-be wordsmiths in the country? The man who is most persistent in offering impossible suggestions to this advertising man, might, for instance, employ a chemist to do some analytical work. But he wouldn't think of dropping into the laboratory every fifteen minutes to inform the chemist that this, that and the other combination of chemicals wouldn't produce such and such results. Certainly not!

The advertising man is a commercial

chemist. If he is worth a tinker's damn or a sailor's damn, he should know what kind of ingredients (or words) to use in selling sledge hammers or millinery. Most assuredly he cannot sell both with the same style of copy. And it has always been my experience that the more freedom he is given, the less apt he will be to err in mixing his copy chemicals.

As for using unpedigreed words, I'll have to plead guilty. I do use words—quite a lot of them, I fear—that can't be found between the covers of the dictionary. But as good old Oliver Wendell Holmes once said:

People that do not laugh or cry,  
\* \* \* \* or use anything but dictionary words, are admirable subjects for biographies. But we don't care most for those flat pattern flowers that press best in the herbarium.

So I'm going to keep on using my un-dictionaryized words when I find that they carry my meaning straight to the hearts of humans. If "hominess," for instance, *says more* than any phrase in all the world of words at my command, why "hominess" *goes* with me.

I know from long experience that the *right* words *do* sell goods and build lasting friendships. And I would rather accomplish those two objects than anything else I can think of.

So there!

## The Fable of a Wise Man

By Felix Orman

There's a lot of sound truth in this bit of fiction and we hope that it will be driven home in certain high places that we wot of.

ONCE upon a time there dwelt in a city a Wise Man.

And he built for himself a factory wherein to create goods.

And these goods he conceived to make people happy and comfortable.

First he went among the people in his own community and to them disposed of the fruits of his factory.

Then, as time passed, he dreamed of extending the domain of his trade far from home.

So he sent out drummers to tell the people of other communities about his goods.

And these missionaries of business sold the products of his factory in many places.

But they could not go everywhere, nor see every merchant, nor spread the word of the Wise Man to all the people of the country.

The Wise Man was sore perplexed, for he felt sure that his goods should be used by all the people far and wide.

But he knew not how to achieve this end.

Until one day a man came and opened before him a vision.

And in this vision he saw great realms of trade spreading at his command.

Of millions of people being taught to know of his products and of their uses.

Of these millions of people being pleased and bettered by the possession of his goods.

And so it came about that the Wise Man began *advertising*.

And he told all the people of the country the story of his products.

Of the many uses to which they could be applied.

Of the many pleasures and comforts they would afford the user.

And throughout the country a great interest was awakened.

And in many places people repaired to the local merchant's and purchased some of the Wise Man's articles.

For the advertisements were very alluring.

Dealers wrote to the Wise Man, and much were they pleased with the demand for his goods.

And his drummers found arms spread in welcome wherever they journeyed.

And were overjoyed to send back to the Wise Man great orders for his goods.

But soon other men bethought themselves of making the same kind of products.

And they also advertised to all the people of the country.

And as years passed many men began advertising.

Until the time came that advertising, being no longer a novelty, must hold its head high and see far in order to make its message felt.

And as the people read more advertising they became more discriminating and demanded more to be convinced.

And advertising was put to a rigid test.

So it came about that the Wise Man felt the competition that had arisen.

And new conditions that had developed within the domain of his trade.

And he noticed that the dealers were not so enthusiastic as they had been.

And the drummers did not write in such glowing tales of their reception as they journeyed about.

And the thousands of people did not continue to write to the Wise Man and tell of their interest in his products.

Whereupon the Wise Man did ponder over the strange circumstances.

And he decided to ascertain wherefrom the difficulty arose.

And he made inquiries far and wide—among dealers and among the people.

And much he learned that was true yet a truth that must be forced on many advertisers.

"Your advertising is interesting," wrote one customer, "but you don't carry it far enough."

"Your advertising stirs up our interest, and then you don't satisfy it," quoth another.

And many testified in like manner, and the Wise Man came to know the truth.

For many thousands had been roused to interest by his advertising.

And when they wrote inquiries or asked information at the dealer's, they received no literature nor any knowledge that sustained their interest.

The Wise Man had no intelligent system whereby to heighten a passive interest to an active interest.

He lacked what is known as "follow-up."

True, he had circular matter, and this he distributed.

But it was routine, conventional.

It had been written by some one close to the business, who lacked perspective and the outside viewpoint.

And it carried no interest, no imaginative appeal.

It created no images, developed no desires.

Nor had the Wise Man educated his dealers.

And he had failed to make known his business as an institution.

Or to show its public-service and relation to the public.

And then he realized without intelligent follow-up, dealer education and institutional emphasis, advertising may prove ephemeral.

So the Wise Man, believing firmly in advertising, decided to make his advertising reach its highest efficiency.

He called in a business reporter, one with a fresh, outside viewpoint on the Wise Man's industry.

He ordered booklets, pamphlets and other matter written that would intelligently supplement, co-ordinate and intensify his advertising.

And establish the institutional character of his business in the public mind.

And develop a public appreciation of the public values of his enterprise.

And appeal to the desires and buying instincts of customers.

And educate dealers, salesmen and all his employees.

While developing pride in the Wise Man's business and loyalty to their employer among all his employees.

And solving labor and manufacturing problems.

And the business reporter produced articles that were interesting to see and interesting to read.

They sounded a note of appeal not possible to the man close to the job.

And soon after these booklets and pamphlets were distributed the Wise Man was overjoyed.

For dealers and salesmen wrote in glowing reports.

And great quantities of letters poured into the Wise Man's office.

And the consumer who made an inquiry was coaxed to become a customer.

And the Wise Man knew the missing link in his system had been forged.

And the reputation of the Wise Man and his factory and his goods grew in goodly proportion.

And his business increased steadily.

And the Wise Man was happy and prosperous for many years thereafter.

As a striking instance of how dissimilar two letters, each on the same subject and for the same purpose, may be, we recommend a study of the following examples.

The first was written by the Kaiser to a German mother; the second by Abraham Lincoln to an American mother. Note the meanness, selfishness and egotism of the Kaiser as compared with the wonderful sympathy and understanding shown by Lincoln.

#### THE KAISER'S LETTER

"His Majesty the Kaiser hears that you have sacrificed nine sons in defence of the Fatherland in the present war. His Majesty is immensely gratified at the fact, and in recognition is pleased to send you his photograph, with frame and autograph signature."

#### LINCOLN'S LETTER

"Dear Madam—I have been shown in the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any words of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save. I pray that our Heavenly Father may assuage the anguish of your bereavement and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom."

## Success Through Successful Letter Writing

By Amos Burhans

Are you discouraged? Are you down-hearted? Has your cloud no silver lining? Then take a tip from this very human experience and learn that the way to advancement is always open, if you but see the opportunity, and that it may be even through the simple medium of letters.

**M**Y wife told me to do it. And like the little red hen—I did.

Work and wait! That was her motto. She talked it to me; she sang it to me; she wrote it to me, day in and day out.

At the time I was so discouraged I could not see or feel that this motto of hers was buoying me up; but I now look back on what seemed a long period of discouragement and see that it was in *work* I drowned the majority of my discouragement and in *waiting*, ready to seize the chance just ahead of me, that I nourished my hopes for the future.

I was a correspondent—just a cog in the machinery of a large merchandise house which had a great number of country customers. An almost endless detail of correspondence was required in soliciting business, in handling the orders and the customers after the business was secured, in adjusting complaints, and, in general, making business and friends and customers for the house.

I had been a railway mail clerk, but it took me away from home so much and so often that I accepted the first place. Opportunity sent me.

That is how I dropped into a correspondent's niche in a large mercantile establishment.

The department I entered was only one of many in this big institution. When I went into it, it seemed as though I would never be able to work out something that would set me apart and give me a special thing to do that would eventually carry me above those in the department who apparently seemed satisfied with their lot and what they were doing.

I must admit it was a long time before I could see my way out of this obscurity.

But I was no deeper buried in the machinery of a big organization than I had been in the railway mail service. That was one consoling thought—but it did not wholly console me! I wanted to climb up and get beyond the station of a correspondent, and I decided that there must be some way out.

Here is the way I got out:

First we, wife and I, because I must include her in this story, determined that I must be the *best* correspondent there was in that department.

I set out to reach that position. I read everything I could secure on handling correspondence. I studied the methods of the best correspondents for the biggest houses in ours and other lines. One by one I picked up the tricks—caught the insight, of the opportunities presented to a correspondent for *making himself invaluable* to the business he represented. We, wife and I, checked my letters over with the letters of better correspondents in other houses in our line. Then we checked my letters against those of the master letter writers who were not selling goods in our line. I studied the manner in which they handled complaints; in which they skillfully suggested and guided prospective customers eventually into doing business with their house.

The thing that hung in front of me in letters of fire during my waking hours was to write a better letter than any one else—a letter that would get more business—a letter that would be more pleasing to our customers. Something told me that if I could become the best letter writer in our house that



my ability as a letter writer could be used by other houses and that I would never need be out of work or a good paying salaried position, and that the letter writing ability would fit into any line of business.

But with all my study of letter writing I was harassed by the idea that the boss at the head of the house—that the department manager at the head of our department, did not know what I was doing and could not appreciate the progress that I was making. I mentioned this to my wife, but she said, "Work and wait!"

When the winter campaign opened up a couple of years ago an order went out from the president's office that copies of all correspondence that left the house were to be sent down to his desk each night until further notice. I did not know for more than a week that this was being done, but eventually the boss mentioned my work to my department manager.

When I would get done with the work in my particular line I would try to help the other boys with their correspondence and eventually got as well acquainted as they with the work that they were doing. I applied myself closely. The only recreation I had was playing ball. When I played ball I played just as hard as I tried to work when I was working. My wife insisted that this was part of the waiting, and I can look back now and see that she was right.

Without warning, the head of my department was hired away by a competing house. A department head was not hired to replace him, but his assistant, whom I will call Number Two, was allowed to continue the nominal head of the department. Of course, I felt that I should have been considered. I still feel that way. I believe that just a little of this should be in the makeup of any man who is trying to get anywhere—generally it is.

For about a year the inheritor of the

department head's desk and chair managed to squeeze along and get through the department head job.

My wife insisted that I help him all I possibly could, and again, like the little red hen, I did. At first it was awful hard to knuckle down in my thoughts and help the man whom I felt was not as well qualified as myself to direct the work in our department.

Now I see that this was the wisest move that I have made in my short business career.

I will never make the mistake again of thinking that I should not help the men above or about me whom I feel to have had an unjust preference given them over me.

Towards the last of Number Two's reign as the department head he depended more and more on me for assistance. I can look back and see that. But at the time I did not see it. *I must have been too interested in helping him and in my own work.*

One day, as suddenly as the old department head had left us, the assistant pulled up stakes and went to another house.

There were a dozen men in our department. There were twice this many clerical assistants and stenographers. At least half of the men felt that they should have been chosen to head the department.

I was not notified that the department would be turned over to me, but it was not long before I discovered what I had suspected was true—that no other man in the department was capable of handling it as well as myself. No other one had prepared for it.

When Number Two left there was none other so closely in touch with the department affairs as myself; consequently, those in the department came to me for more or less assistance. In the general settling down of the department, after Number Two's leaving, I had unconsciously taken over the work, and to this day no department head has been put in over me. My

salary has been increased as the work has been turned over to me, and though I have not been officially confirmed, I feel the responsibility of the department head job. I feel that it will come in time. I know that if I can do my work better than any other man in the house—that if I can increase business by properly caring for the old customers and skilfully writing letters, and directing and improving the letters of the correspondents in my department, that no one will be appointed to the head of the department over me.

Of course, there is a lot of other work in my department besides correspondence. There is the handling of the orders, the dealing with the factories that produce the goods we sell, the catalog work to be cared for, the breaking in of new help, and hundreds of other details that come up daily—all must be handled smoothly, to the profit of the house and to the satisfaction of our customers.

But we rise or fall by the letters that leave our department soliciting business, and it is to them that I devote the major portion of my time and thought. Sometimes I feel as though the boss was still trying me out. I have been at the head of our department for over a year now and it looks as if I would stay. My wife says that we must adopt another motto—one that is more aggressive than "Working and waiting"—that having conquered the first few things we set out to do we must have hidden away in us ability to tackle a still bigger problem somewhere. However, I have not discovered anything as aggressive as working. I have not as yet found a policy that is better than waiting, provided the waiting is of the right kind.

What new motto would you suggest?

## Making 'Em Bite By Direct-Mail

By Michael Gross

Who *does* know the answer? Get this little problem Michael Gross puts up to you. Then, if you think you have the solution, let's hear it. It's an interesting story of the rise or fall—take your choice—of letter composition.

A HALF-DOZEN novelty window displays for as many big national advertisers had just come off the press and the boss was certainly proud when a sample of each was brought into the office. Even our own salesmen said the stuff looked pretty good; than which there could be no greater praise.

"If we could only get some of the big advertising men to look at these samples," the boss remarked, "it would convince them in a minute of our ability to turn out attention-compelling, sales-producing window displays."

"They'd never give a salesman time enough to show half of them," one of the boys ventured.

"They would," another contended,

"if they received a letter telling about the samples and asking for a ten-minute interview. Of course," he added, "the letter would have to be good enough to arouse their curiosity and make them want to see what we had to offer."

There was a perceptible pause after this naive effort at "passing the buck," until the boss, falling for the bait like a hungry trout, said: "Well, suppose we try a few letters and see if we can scare up some interviews"—thus taking the matter out of the hands of the salesmen and soaking it to the direct-mail department. But we were used to being made the goat and immediately started, as cheerfully as a man bound for the electric chair, on the task of getting the necessary interviews.

"We'll give 'em educational stuff in our first letter," was our decision, after a few hours thought, "and if it doesn't pull we'll make each succeeding letter more personal, until they start biting. Thus resolved, we began on the first of the series. Here is the way it went:

Dear Sir:—

As an advertising man you will readily agree that one of the great problems of a manufacturer is to secure sales-making publicity for his product.

Repeated tests have proven that the RIGHT KIND of window displays will secure more direct, attention-getting publicity than will a like expenditure for any other medium of advertising.

We have been making the RIGHT KIND of window displays for the past seventeen years, and feel sure you will want to see samples of some novelties we have just completed for several large national advertisers.

Jot down, at the bottom of this sheet if you want to, when our man can call and show them to you.

Letter number one went out to a selected list of two hundred prospects; people our boys had never sold. The batch was mailed on Thursday and we advised the salesmen to stay home Sunday and rest as we expected to have at least a dozen calls for each man by Tuesday morning. The following Wednesday we were sorry we had been so solicitous. Not an answer had come in. The advertising men who got our letter no doubt agreed with every word of it, and thought silence proved consent. We waited a week and then started on letter number two. True to our original plan, it was worded a little nearer to the man's own business, and was more chummy in phraseology. This is it:

Dear Sir:—

The fact that you use window displays to advertise your product, shows you realize that this medium is the most effective and economical way of securing publicity. That makes things easy for us, as it is only necessary to convince you that we make the most effective displays.

Even this isn't very hard—and here's how we want to do it.

We have just completed, for several of the biggest national advertisers, six different window displays. Seeing samples of this work will give you a better idea of the kind of stuff we turn out, than would a letter written by Sherwin Cody, with old Bill Shakespeare collaborating.

Ten minutes of your time will be plenty.

On what day can our man have them?

If Sears-Roebuck averaged the same percentage of replies that this second letter pulled, the sheriff would be nailing a notice on their door within a week.

"It doesn't seem to pay to get chummy with these big boys," was the way we figured it out, as, with a heavy heart, we started on letter three. It was dignified, educational, and possessed the three cardinal qualifications mentioned in our direct-mail book, namely, unity, coherence, and emphasis. Here it is:

Dear Sir:—

In marketing your product, the chain of events leading up to the actual sale can be built about as follows:

Link one—your product. Link two—distribution, or getting your goods on the dealer's shelf. Link three—creating a demand. Link four—window displays to show the prospective customer, in whose mind the demand has been created, where the goods can be obtained. Link five—the actual sale. It is obvious that the fourth link is a mighty important one.

We have given seventeen years of thought to the problem of window display advertising and in this time have originated and manufactured displays for some of the largest national advertisers. For instance—Six different novelty window displays for as many big concerns have just come off our press, and I feel sure you would be interested in seeing samples of this work. The ten minutes that you give one of our men may give you a display idea for your product.

When can he call?

This letter pulled two answers. One from a fellow whose firm had just bought an interest in a litho plant and who undoubtedly wanted to get a line on what we were making, and the other from a house whose newly-acquired advertising man was a friend of one of our boys, and who would have answered our letter if it had been scrawled in crayon on the back of an old paper bag. However, two answers were twice as good as no answers at all, and we figured that now, having a line on the kind of stuff advertising men fell for, the rest would be easy sailing. We felt so good about the showing that we got real humorous in letter number four, which ran as follows:

Dear Sir:—

Some wise man once said: "But for the hen

no one would ever have thought of advertising." When a hen lays an egg she cackles and lets people know about it. Maybe that's why she has to keep hustling so to supply the demand.

Here's my point. When you stock up a dealer it's up to you to let the public know that your goods can be obtained at his store. The best and most effective way of doing this is through the dealer's window. Here the question of window displays comes in—and, incidentally, so do we.

We make novelty window displays. The kind the dealer gives a prominent place in his window. Our display ideas are the result of seventeen years of effort. They are patented—exclusive with us. Seeing samples of some we have recently made may suggest a way to you in which a similar idea could be used to advertise your product.

Won't you let us know just when you can spare one of our men a few minutes of your time?

This letter pulled exactly two answers less than the previous one. Then, in desperation, we decided to lay our cards on the table and frankly put the matter up to our mailing-list. We couldn't for the life of us see what ailed our letters. They were all written according to the best books we could buy on direct-mail advertising. But we were willing to learn, as is easily shown by letter five. Here it is:

Dear Sir:—

GOSH—— we certainly hate to admit it. But it's the only way to explain things.

If our letters haven't convinced you that the displays we make sell goods, and that we can make a window display for YOU that will sell YOUR goods—well, the fault must be with our LETTERS; surely it's not the fault of the displays—they've proven all that we claim for them.

Why not give one of our men an opportunity to show you some actual samples of work we have recently done. The enclosed post-card is for you to say "when." Please use it.

But the people who got letter five were evidently just as much in the dark regarding the workings of direct-mail propositions as we were, for not one of them dared commit himself by writing a letter or even asking to see the samples that the other fellows were so unwilling to look at. This was the blow that killed father; the straw that gave the camel spinal meningitis. We threw our seven-book course in direct-mail advertising into the waste-basket and gave up in disgust.

One day, a few weeks later, Tom

Hastings, the youngest of our salesmen, came over and asked us if he could send out a letter to some prospects whose names he had clipped out of a business magazine. We gave our consent and he walked over to the stenographer. Without a moment's hesitation he rattled off a few lines. "Write that letter to these twelve people," he told the girl, handing her a sheet of paper. That night the twelve letters went out and curiosity prompted us to ask Tom for a carbon copy of what he had written. Here is Tom's effort at direct-mail selling:

Dear Sir:—

We have just made some novelty window displays for several large national advertisers.

I would like to come over to your office some time next week to show you samples of this work, and would appreciate your letting me know on just what day you could most conveniently spare me a few moments of your time.

It seemed a pity to discourage the boy, but how the devil did he expect such a dull, prosaic statement of facts to pull an answer. I just handed the carbon copy back to him, smiled, and walked away.

Two days later Tom's letter had pulled eight answers and by the end of the week all but one of the people he wrote to had answered favorably.

I took Tom's letter, just as it stood, and shot it out to my two-hundred much-belettered prospects. Back came ninety-three answers—most of them favorable.

Who knows the answer?

AN original advertiser sent out a letter to a special list the other day that had, instead of a pen written signature, a thumb print with the words, typewritten, "Joe Dokes—His Mark." The idea couldn't be used everywhere, but it's a stunt that has its application and may give you a suggestion.

THE mailing list that has not been revised within six months is a liability rather than an asset.

## The Lesson the Liberty Loans Has Taught Financial Houses

By Phillip Vyle

*Advertising Manager, Gillis & Geoghegan, New York*

When Liberty Loan promotion has already increased bond buyers from three hundred thousand to seventeen million, there is no question that financial houses have been "shown up."

Mr. Vyle draws some conclusions that should interest every financial advertiser.

PRIOR to the launching of the Liberty Loan bond selling campaign the number of bond buyers in the United States was estimated at, approximately, three hundred thousand, but when the results of the three campaigns were analyzed, this number had expanded to about seventeen million, passing these figures when the Liberty Bell had rung for the fourth time.

Mr. Frank A. Vanderlip, speaking at one of the Bond club luncheons, told his colleagues:

"It is largely a task of education, of realizing what a great war we are in, what the financial necessities of the Government are, of education as to what a bond is in itself—and I was impressed by nothing so forcibly in the last campaign as the utter blank ignorance of men of good ordinary intelligence in regard to bond investments and right there we are all going to reap eventually a harvest out of this great popular education on investments. You are going to have ten customers where you had one before, and it is going to be a great thing for the nation and incidentally a great thing for the bond business that this education is going on. It isn't altogether a contribution that you are making—it is a contribution, but your bread will return rather well buttered, I think."

Admitting that it needed a national emergency flotation and an intensively concentrated drive to increase a three hundred thousand customer list to many million, quiet reflection would certainly indicate that someone had slept at the switch during the preceding years.

Here was a country whose increasing wealth had kept step with its increasing population; whose savings had been swelling bank statements for decades, indicating millions of potential bond buyers, and yet only an insignificant number of names appeared on the books of investment houses, the major por-

tion of these being the names of persons of ample means.

So, in the summer of 1917, we had to face the situation that for years we had been writing letters about "Bonds," "Mortgages" and "Stocks," but only a very limited number of our audience knew what we were writing about. If the Liberties were to be distributed satisfactorily, it had to be through a process of education as to what a bond is in itself. We had to stop writing financial jibberish about "interim certificates," "definite bonds," "3½% certificates," "par"—above or below, "coupons," and so on, and get down to plain man-in-the-street-in-overalls talk.

This was the theory, anyway; in practice, however, it was a difficult thing to weed financial literature of its idioms in the presentation of security facts and investment advantages. In the main, financial literature is still intellectually dull—one financial house addressing another financial house. The man-in-the-street appeal is overlooked, consequently investment offerings soar over the head of a vast possible market.

We have used the subject of the Liberty campaigns for a text on which to hang a plea for more simplicity in financial parlance, especially when making the appeal to the average small investor. The enormous educational effect of our Government's conversion of several million bond buyers will be lost, as far as being permanent or "repeat" buyers of other securities when the war is over, unless those who desire to share this potential market study investment selling, or rather, presentation of investment facts, from the

A-B-C educational point of view, aiming for skillful simplicity instead of skillful technicality.

You note that Mr. Vanderlip said *nothing impressed him so forcibly as the utter blank ignorance of men of good ordinary intelligence in regard to bond investments.* This confirms my experience: *It is ignorance of investments and not lack of money which is the greatest handicap in the marketing of securities.* It is the manner in which the investment is presented, or written-up, which keeps money in its hiding place.

Our Wallingfords do not rely on glossaries to explain what they want to "get over." The fake promoter comes nearer the heart and understanding of his audience than the legitimate security house. This is the most potent reason for the fakir's success. Millions of dollars are obtained for unworthy projects every year because the promoter has learned the knack of writing to his prospects in every-day language. He meets his audience on common ground—he uses its own words.

The secret, then is simplicity. The stumbling block of the bond house is technicality.

The writer has had occasion to test the constructive criticism here advanced. Bonds, bearing an exceptionally attractive rate of interest were to be marketed. Instead of the customary headlines:

#### A FIRST MORTGAGE

6%

Secured by, etc.

words were used and amounts mentioned in such form that he who runs may read.

Simultaneously, the customary technical headlines were retained in other

advertisements. The replies from the simpler form of presentation proved its wisdom, as did also the same line of thought expressed in the letters and supplementary literature.

While it is true that members of some Exchanges are restricted as to forms of publicity, it is possible to overcome this handicap without loss of dignity, by the use of non-technical letters and text matter in the direct-mail literature. Ten customers where there was one before can only be obtained by remembering that building up a financial customer list is largely a task of education.

There are dozens of able bankers who can give sound advice regarding war loans, amounts it is well to undertake to raise, methods of floatation, and adjustments of financial mechanism. The Government can have the counsel of these men for the asking, but *telling the public just what is to be done and why, in language everybody can understand, transcends every technical detail.*

"TAKEN together, (referring to *Printers' Ink* and *The Advertising News*) we do believe that any live advertising man needs no other advertising journal, to keep himself well in the van of progress, and to furnish for himself about all there is in advertising journalism actually worth having."

So speaks *The Advertising News* in a recent issue.

Add *THE MAILBAG*, Mr. *Advertising News*, and we'll heartily concur. As it is, however, we must differ in opinion. Neither *Printers' Ink* nor *The Advertising News* cover the field of direct-mail advertising as thoroughly as *THE MAILBAG* and certainly "all there is in advertising journalism actually worth having" is not conclusive without this.

And a circulation of 10,000 is pretty strong evidence that we are right.

No, they're not Tim Thrift stamps; just Thrift Stamps. But are you buying them regularly?

# The MAILBAG

A Journal of Direct-Mail  
(10c a copy) Advertising (\$1.00 a year)

Mailbag Publishing Co., Publishers

Office: 1800 East Fortieth St., Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. S. M. Goldberg, Eastern Manager, 303 Fifth Avenue, New York. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

November, 1918  
Vol. 2 No. 8

At the convention of the National Association of Direct-Mail Advertisers, held recently in Chicago, the following communication was received from Dr. E. O. Merchant, of the Pulp and Paper Section, Paper Economy Division, of the War Industries Board, Washington:

## WAR INDUSTRIES BOARD WASHINGTON

October 3, 1918.

Homer J. Buckley,  
Chairman Program Committee,  
Direct-Mail Convention,  
Hotel Sherman,  
Chicago.

Dear Sir:

We understand that there is going to be a conference of direct-mail advertisers on October 9th to 12th to consider the use of mail-power to replace man-power.

In connection with our campaign for paper economy in the use of paper we have received a large number of communications from business concerns complaining about the waste of paper resulting from circular advertising. They state that they do not have the time, nor the office force to open and look through the large number of circulars which they receive and they are, therefore, obliged to put them in the waste basket unopened.

As a result of these communications we now have under consideration the advisability of issuing a ruling which would greatly reduce, or entirely eliminate direct circular advertising, and it occurred to us that this matter should be discussed at your conference and definite recommendations made to this office regarding this matter.

The communications which we receive indicate that the circulars tend to create an unfavorable impression in the minds of the persons to whom they are addressed rather than the opposite, and this raises the question whether direct circular advertising actually pays under present conditions. If it does pay and does get results, what can be done to free the mails of circulars addressed to persons who do not want them and who will not open them.

I shall be glad to hear from you regarding this matter at your earliest convenience.

Yours very truly,

E. O. Merchant,  
PULP AND PAPER SECTION,  
Paper Economy Division.

This letter was referred to a Resolutions Committee, of which John C. McClure, Chicago, was Chairman. This Committee prepared the following Resolutions and Recommendations to the War Industries Board, which were unanimously adopted by the Convention:

Chicago, Illinois,  
October 14, 1918.

Paper & Pulp Division,  
War Industries Board,  
Washington, D. C.

Gentlemen:

The National Direct-Mail Advertisers Association in session at Chicago, has received the communication from the Paper Economy Division, signed Dr. E. O. Merchant, copy of which is attached, referring to the possible curtailment of direct advertising, and has given the subject most careful consideration and offers the following recommendation pertaining to restrictions on the use of paper in the production of direct advertising.

The producers and users of direct-mail advertising in the country wish, above every other consideration, to co-operate with you in the conservation of paper in the production of direct advertising and therefore feel that definite instructions along stabilized lines would be of great value so that printers and advertisers may continue to plan and execute campaigns of direct advertising which will conserve paper without detracting from the effectiveness of the campaign, and without there being the danger of any firm, thru lack of understanding or loyalty, having an unfair advantage over the other.

To this end may it please the War Industries Board to enact a ruling which will embody the following points, modified or supplemented as may seem best to your several members, but

without interfering with the idea of being definite and understandable.

We have based these recommendations upon a saving which we pledge ourselves to make of 25% in the total tonnage of paper used in the production of direct advertising, based upon the total tonnage used during the twelve months preceding the enactment of this ruling.

It is our suggestion that the ruling embody the following ten points:

First: Restricting printing runs to actual requirements.

Second: Discouraging hoarding of paper.

Third: Reducing all advertising sizes to the minimum size practical for the purpose intended.

Fourth: Whenever possible combining a number of pieces in one, thereby reducing the number of mailings in a campaign.

Fifth: Change sizes if necessary to cut without waste.

Sixth: Use lighter weight whenever practical.

Seventh: Elimination of waste thru revision of mailing lists.

Eighth: So plan our direct-mail advertising folders that they will be self-contained, thereby saving use of envelopes.

Ninth: Where envelopes are necessary, to effect a saving by using lighter weights and smaller sizes.

Tenth: By recommending self covers for catalogues, booklets and house organs.

We recommend for your consideration that this ruling shall take effect immediately upon publication by the War Industries Board, but should not affect any work now in hand authorized in writing.

We further recommend that on every order given for printing there shall appear either in printing, rubber stamp or by typewriter the following notice:

"I, or we, do affirm that the above order is in accordance with the order of the War Industries Board of \_\_\_\_\_ date as it affects the saving of paper."

Referring to that portion of the communication touching upon the value of Direct-Mail Advertising, the records of economy and absolute necessity of Direct-Mail Advertising demonstrate beyond the question of a doubt that this constructive and result-getting force is a vital factor in maintaining established business lines and is essential in the replacement of man-power.

While the time limit of the Convention makes it impossible to make a detailed reply in this communication, we assure you that a complete brief will be submitted either by personal representation or mail on your request.

It is not the spirit of these recommendations to criticize what has been done, but to supplement pledges that are now being made with definite information which will stabilize the entire printing industry and advertising profession and to give each firm and individual a definite working basis, and to this end we pledge our most hearty co-operation.

This communication was signed by Homer J. Buckley, as Chairman of the Convention Committee and by all of the Resolutions Committee, as follows:

John C. McClure, Chairman, Chicago, Ill.; Byron Bolt, Sales Manager, R. R. Donnelley & Sons Company, Chicago, Ill.; Martin Tuttle, President, Motor List Company, Des Moines, Iowa; Tim Thrift, Advertising Manager, American Multigraph Sales Company, Cleveland, Ohio; E. G. Wier, Advertising Manager, Beckwith Estate, Dowagiac, Mich.; Robert C. Fay, Director of Advertising, Chicago Paper Company, Chicago, Ill.; Herbert O. Ross, Ross-Gould Company, St. Louis, Mo.

The Chairman of the Program Committee, Homer J. Buckley, Chicago, was authorized to name a Committee to prepare a brief on direct-mail advertising to be submitted to the War Industries Board, and appointed the following:

Merritt Lum, A. W. Shaw Co., Chicago, Chairman; E. G. Weir, Beckwith Estate, Dowagiac, Mich.; Henry Schott, Montgomery Ward & Co., Chicago; I. S. Rosenfels, Sears-Roebuck & Co., Chicago; Tim Thrift, The American Multigraph Sales Co., Cleveland; William Laughlin, Armour & Company, Chicago; A. L. Lynn, National Cloak & Suit Co., New York; O. E. McIntyre, Chas. Williams Stores, New York; Robert E. Ramsay, Art Metal Construction Co., Jamestown, N. Y., and Homer J. Buckley, Chicago, ex-officio.

Of this matter THE MAILBAG will have more to say in later issues. At present the situation is presented as it now stands. What may develop and the effect upon direct-mail advertising is yet to be determined. This fact is outstanding, however—that all advertisers must at once plan to cut down the total tonnage of paper used in direct-mail work at least twenty-five per cent.



# ***FORESIGHT!!!!***

**You are looking a long way ahead if you're wise.**

**You can put your business on the world's map now.**

**There is no limit—none at all—it's up to you.**

**We create intensive Direct Advertising campaigns from the idea to the mail-box—a complete service.**

**May we not send you our "GIANT LETTER" showing what we have done for others—it's most unusual—very different. Ask for it.**

## **THE HORSTING COMPANY**

**Sales Development :: Advertising**

**First National Bank Bldg.  
CHICAGO**



Direct-By-Mail Advertising is a vital factor in solving many sales and advertising problems in every line of business endeavor ; especially so at this time when personal calls and efforts are so limited.

Our organization has been successful in working out profitable plans for concerns who have had some specific and definite problem to solve in creating, building and stimulating sales by Direct-By-Mail Advertising.

The Sales Promotion and Advertising Service Departments are composed of men who have had a broad and valued experience in advertising, merchandising and selling, and are thoroughly capable and qualified to work with business men who want real results.

If you desire definite constructive ideas on some specific problem to be solved in your Direct-By-Mail Advertising, we would like to have you put it up to us.

Sales Promotion Department

**FRANKLIN PRINTING COMPANY**

Founded by Benjamin Franklin in 1727

**FELL BUILDING 514-520 LUDLOW STREET  
PHILADELPHIA**

*Please mention THE MAILBAG when answering advertisements. Thank you.*

# *The* MAILBAG

GENERAL LIBRARY

DEC 24 1918

UNIV. OF MICH

*A Journal of  
Direct Mail  
Advertising*



DECEMBER & 1918  
VOL. II NO. IX

# Foldwell Will Safely Carry YOUR Sales Story

You can depend on Foldwell to get your message safely to your prospects. Foldwell withstands the strain of the mails—every piece comes through without a tear or crack.

Foldwell Coated Book and Cover are the only enameled papers that will fold with and against the grain without cracking. You can absolutely depend on Foldwell. It is your *Direct Mail insurance*. Foldwell is your protection.

In planning your Mail Advertising campaign see that Foldwell is used and be sure that your Mailing Pieces reach your prospects whole—without a tear or crack.

## CHICAGO PAPER CO.

810 South Wells Street  
Chicago, Ill.



**Foldwell safely carries the Case automobile message, as the circular here shown so clearly proves.**

**Let us tell you about other manufacturers who are using Foldwell—ASK FOR OUR BOOK OF FOLDWELL FACTS.**

# The MAILBAG

A Journal of Direct-Mail Advertising

Edited by Tim Thrift

(10c a  
copy)

(\$1.00 a  
year)

Vol. 2

December, 1918

No. 9

## The Morning After

By C. H. Handerson

*Advertising Manager, The Cleveland Twist Drill Company, and Editor "Drill Chips"*

"Gus" Handerson, one of the best-known house organ editors in the country, presents here the pressing problem that every house organ editor has to solve. Ponder well what he has to say, for he hits the nail on the head.

I AM informed by men who speak with the authority of sad experience, that the morning immediately following a jamboree is an awful affair. As no one who reads these lines will be familiar with the symptoms, 'twill be necessary for me to sketch them (these symptoms) charitably.

It seems that the cold gray dawn of the morning after is fraught with sure signs of sudden death long postponed. On the horrors of this awful dawn, various clysmics, selzers and plutos have builded fortune and fame. It is a time of pain and travail, depression and grave doubt. Further details I will forego lest I lay myself open to suspicion.

And this evening, as I gaze into the crystal ball (which serves nobly as a paper weight during business hours) in my dyspeptic way—too much lobster often affects me this way—I see many nations staggering in the throes of a tremendous *international* morning-after. I see many nations palsied and paralyzed by the awful effects of the greatest jamboree the universe has ever had.

Awful though the ravages of booze may be, there is one spirit which makes the strongest whiskey seem like baby food. Under the fury of its demon, brother kills brother, fathers slaughter sons, and crimes against all man and mankind are committed.

Calm and peaceful folk claw like cats, and bite and kick like mustangs. Old men weep and work like youths of half their age. Women wrapped in fur and finery don the khaki of the working girl. Street bums, those beach combers of our cities, drink of this new intoxicant, and straightway rush to mill and factory and honest labor.

This new spirit is dispensed free at every street corner. Every club and car, every home is a flowing tap. In our public places great streams of it are swallowed up by parched and thirsty crowds.

Far from being an arid nation *we are the wettest nation on the earth*. We are soaked and pickled to the eyes in this new intoxicant. America is drunk, thank God, drunk with that mightiest of drinks—pure, unadulterated, 100 percent-proof, government-bonded *patriotism!*

Under its powerful influence casualty lists, long and lengthening hours, and empty pocketbooks are forgotten. Under its spell eight million men change jobs. Four million have been ripped from out our industrial life, and yet the rest of us—inspired and strengthened by this new-found draft—the rest of us struggle on and produce thirty billion more than we ever did before.

Thank God, I say, for this new wine! It is an essential as is no other thing.

But friends, stop and think! Stop and think of the morrow!

We are a world drunk as no world was ever drunk before. And we therefore face a morning-after such as no world ever faced before. This pessimistic vision is no figment of a disordered and dyspeptic imagination. There is no escaping the consequences of our colossal jamboree, for 'tis written in the Book of the Ages that where there is an action there is likewise an equal reaction, and for four years we have faced patriotic action such as no world ever faced before. We must, therefore, face an equal reaction—unless—

Ah, there's the word, my friends, "unless." Unless *what?*

Experienced brass-rail artists in training and condition tell me that the morning-after can be cheated of its prey, they tell me that it can be avoided. It seems that the pain of becoming intoxicated is in becoming *dis-intoxicated* and too suddenly. The process of disengagement should be done gradually, and gracefully. The professional method of avoiding the morning-after-the-night-before is to *prolong* the period of joy and gladness over a comparatively long interval.

(It sounds reasonable, although I will have to confess that I have never been out of town long enough at one time to experiment on the process.) However—

In this rather frank and un-parlorlike discussion of the pains of inebriation and their painless cure, there is a deep rumbling lesson. Today we are tremendously *illuminated*. Under the convivial spell of patriotism, labor and capital have for the most part buried their eternal hatchet. Under the strengthening warmth of our new national drink, ships and shells and all manner of things are belching from our workshops like chaff from the thresher's stack.

Wages have reached unheard-of heights—because of patriotism. The

boss is no longer a devil in disguise—because of patriotism. The laboring man has suddenly ceased to be a thing to watch—because of patriotism. The intoxication of patriotism has, within two years, unmade and made a world again, and all our aches and pains have been swallowed up and drowned in the immense intoxication of the moment.

But the hour is late. Morning dawns, and I, in common with some others, dread the coming of the morrow—the morrow-after-this-night-before. I, in common with some others, perceive that the reservoir of our present industrial inspiration is not *bottomless*. The war will end, and with it will end the flow of that tremendous tonic which has stimulated and inspired our production and the fellowship of classes for the past four years. And then—?

No longer will they do it "for the boys over there." The stimulant will be gone. Despondency, doubt, suspicion and anger will spring up—for 'twill be the gloom of the morning-after, when even life-long pals have been known to quarrel. Production will drop like a leaden plumb. All exaltation will have vanished. Lathes will cease to be vital machines of war. They'll again become cold, lifeless lumps of chilly steel and iron. The spur of patriotism will be rusted and idle. All cobwebbed will become the wonders of co-operation and production which it brought.

It will be the morning-after—unless—unless we involuntary slackers here at home discover some *new* and powerful drink with which to wine and dine ourselves. We must, if we would avoid the spiritual depression of the morning-after, we must find some *new stimulant* with which to *prolong* the present period of intoxication. We must fire our industrial veins with a shot of something that will fling new vigor into them and recall the ardor of our wartime patriotism.

Unless we find this now unknown absinthe, when peace is signed labor will face capital once more upon the old battle-ground of misunderstanding. Between them once again will yawn that imaginary gap, but it will flash out of the past *intensified* a hundred fold by contrast to the close co-operation of the wartime period.

And into that gap, in the sacrificial role of innocent bystander, the house-organ editor will be expected to step. Ours will be the noble duty to prove that the pen is indeed mightier than the sword. Our critics and our Bosses will point out that the sword held our industrial fabric together and wove miracles of harmony.

They will expect and demand that our pens prove equally tremendous. Will we be able to fulfill their demands? Will we be able to span this gap of misunderstanding and in spanning it, substitute a spirit of industrial concord for the spirit of patriotism?

Will we be able to interpret the Boss to the Bossed and the Bossed to the Boss? "Ah, there, Hamlet, is the rot that's in Denmark."

I confess myself unfit for the task, but I have one consolation—I see the task and that plainly. In those days of the immediate future there will come the moment when patriotism will fall off like a garment and the industrial world will stand naked and horrid again; 'twill be suspicious, doubtful, crabby, 'twill be the morning-after, and we house-organ editors will be expected to produce the medicinal brew—the Bromo Seltzer, as it were—or perish for our failure.

And what will be our after-the-war substitute for the intoxication of our present patriotism? What will be the label on the spigot from which we'll draw the antidote for this inevitable, unescapable, industrial morning-after?

I pause for a reply.

## The Reproductive Power of a Real Idea

By William H. Herring

*Advertising Manager, D'Ancona & Co., Chicago*

The inside facts of an advertising campaign, with a booklet as a cap-piece, that brought unlooked-for results—creating within six weeks a volume of business that was not expected short of six months.

**A** NEW idea is always welcomed by the man who lays claim to 20th Century progressiveness. If the man is a manufacturer, and the idea pertains to the advertising and selling of some product, then Mr. Idea is doubly appreciated. Isn't it so?

Of course it is, for we all like to learn something about what the other fellow is doing. It helps us to solve our own problems.

This article will give you the inside facts on a selling campaign that brought unlooked for results. It was the medium that created within six weeks, a volume of business that the Company had not expected to reach short of six months! The history of

this campaign, and the successful culmination of it, ought to prove interesting to you whose selling efforts in these trying days must be more effective, more positive and more definite.

During the year 1916, the Lee S. Smith & Son Manufacturing Co., of Pittsburgh, Pa., fired the first gun in their advertising campaign to interest the dental profession in a new filling material called, "Smith's Certified Enamel."

The product was the out-growth of two years' research by the Mellon Institute of the University of Pittsburgh. It is quite proper at this point to briefly explain the principle of the Fellowships under which the Institu-

tion operates. The explanation that follows has been taken bodily from the inspiring book, "The General Manager's Story." You'll hear more about this story a little later on:

"It seems there are some progressive people in Pittsburgh who have liberally endowed the Institute. But the manufacturer who wants its help must go down into his own pocket and pay real money for services rendered. The institution is a department of the University of Pittsburgh, and is in no sense a commercial enterprise operated for profit.

"The big idea is to apply the wonders of modern science to the solution of industrial problems. The 'rule of thumb' has no place in these days of advanced science.

"So when a manufacturer is up against it and submits his problem to them, they tell him whether they care to tackle it or not. Then they tell him what it costs, and the manufacturer buys one of these Fellowships.

"The Fellowship carries with it the entire time and services of one chemist with the privilege of consulting with every other chemist in the organization, and, if they get what they start after, the thing that results belongs to the man who pays the bill. If they fail to get it, he stands the loss."

To make a long story short, the Mellon Institute made good after Lee S. Smith & Son Manufacturing Co. had expended a fortune in the hope of producing the ideal filling material. Real science had been applied to the solution of the greatest problem in dentistry. And to all appearances science had won. Again to quote from "The General Manager's Story":

"Well, of course the newspapers got hold of the story. There were at this time connected with the Institute about eighty chemists working on different problems. Chemists will talk and they have a lot of dental friends. That was how the new product found its way into the hands of a good many Pittsburgh

dentists. The thing was too big to keep under cover. Besides, The Mellon Institute is a department of the University of Pittsburgh and its important discoveries are more or less public property.

"So the reporters ate it up. Exaggerated and preposterous tales of the so-called miracle were featured in the Pittsburgh papers and the story got on the Associated Press wires, causing 'us no end of embarrassment. For nearly two years we had succeeded in keeping our plans secret and did not wish to make any announcement until we knew what we were talking about. But the way to get copy on the front page is to have a story you don't want to tell.

"... Accounts of the discovery subsequently appeared in the Sunday supplements, scientific papers and national weeklies, also in innumerable syndicated articles in the daily press. There was an element of mystery about the thing that seemed to appeal strongly to the public. However, I am getting ahead of my story."

Now that the Company had succeeded in producing a filling material of the first magnitude, the question very naturally arose, what were they going to do with it? There was but one answer, and that was to cash in on the investment. The Company therefore proceeded to order a lot of chemicals and machinery preparatory to the manufacture of the material on a big scale.

But when the Director of the Institute got wind of this he made it clear to the Company that he would not for an instant permit the Company to offer the product for sale until certain laboratory tests had been substantiated by the clinical results of a sufficient number of eminent dentists capable of determining its actual performance in the mouth, covering a period of at least a year! In other words, the Institute was not going to take any chances. The practical effi-



## To the Profession:

[This advertisement is intended for the dentistry profession. It is not intended for the general public. It is not intended for the dental profession. It is not intended for the dental profession. It is not intended for the dental profession.]

Before the end of the present year we expect to give to dentistry a new filling material.

The substance is basically a silicate, but seems to possess characteristics peculiar to no other like material: a combination of qualities that apparently reproduce the natural tooth in appearance and strength.

It is the result of two years' research conducted in and behind by C. C. Vogt, A.B., A.M., Ph.D., of the Mellon Institute of the University of Pittsburgh.

For the first time in the history of dentistry the profession has been asked to co-operate with a manufacturer making an effort to determine the quality of a product before offering it for sale.

5321 members of the profession have been working with our August, 1914, in an exhaustive practical test in its mouth, as have several dental colleges.

Their final reports have not yet been received.

News of the material to the sale you will be told within the test referred to terminates successfully. No literature by samples are yet available.

The next issue of this and other journals will contain further particulars.

LEE S. SMITH  
OF LEE

Pittsburgh, U. S. A.  
June 1st, 1915

Summary of announcements  
received at  
June ORAL HYGIENE

Before the end of 1915 we expect to be able to give to dentistry a new filling material. It is the result of two years' research conducted in and behind by C. C. Vogt, A.B., A.M., Ph.D., of the Mellon Institute of the University of Pittsburgh.



Last August 1914, members of the profession, each bringing a small box marked "Formula No. 134-C." Accompanying the package was a letter and a book.

The letter, signed by the members of the profession, is subject to unimpaired test in the mouth.

The book, "An Unfinished Story," related the history of the undertaking up to that time.

Since then, however, the members of the profession have been working with our August, 1914, in an exhaustive practical test in its mouth, as have several dental colleges.

Their final reports have not yet been received.

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The next issue of this and other journals will contain further particulars.

LEE S. SMITH & SON, SMITH CO.

Pittsburgh, U. S. A.

June 1st, 1915

Summary of announcements

received at

June ORAL HYGIENE



These are some of the double-page advertisements used to introduce "The General Manager's Story" and "Smith's Certified Enamel."

These are some of the double-page advertisements used to introduce "The General Manager's Story" and "Smith's Certified Enamel."

### A record of delighted patients

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June ORAL HYGIENE

ciency of the product had to be vouched for by others outside of the Mellon organization before that institution would give its consent for the Company to advertise and sell the material as a product from the Mellon Institute.

Accordingly, two years and a month after the research work had started, over a thousand sample packages of the product were mailed to dentists throughout the world. The names of the dentists were picked at random from authentic lists. The Company made it a point, however, to have every State in the Union represented. The idea of this free distribution of the product was to determine, if possible, the place that the material was to have in dentistry and it was in line with the wishes of the Mellon Institute.

This then, was the opening shot in the Company's campaign to bombard the business trenches of the dental trade. The Company's chief objective in this move can best be explained in the words of Mr. W. Linford Smith, General Manager, Lee S. Smith & Son Manufacturing Co:

"Following exhaustive laboratory tests at the Mellon Institute, 1031 samples of the material were furnished as many members of the profession, who were asked to subject it to practical tests in the mouth for one year, submitting clinical reports covering their observations; favorable or otherwise.

"In effect, we asked them if in their opinion, following their use of it for one year, they considered it to possess a degree of excellence sufficient to justify our offering it to the profession at large. Their answer was an enthusiastic affirmative."

While practical tests were being made by these dentists, the Company kept on with its plan to provide for adequate distribution of the product through the dental trade. It was decided that magazine advertising should play a big part in the marketing chain.

The first magazine advertisement appeared in the June, 1917, issue of *Oral Hygiene*. The circulation of this magazine is extensive among practicing dentists in the United States and Canada. The magazine is mailed monthly to practically every dentist in that territory. It is printed for a syndicate of thirty-five independent dealers in dental products, the name of each member of the syndicate appearing on the cover of his individual edition as publisher, and the first four pages of advertising matter in his edition being used by him to exploit his own retail business.

The members of the syndicate for whom the magazine is published are under contract with the publisher to mail the publication to each and every dentist in their respective territories, and under this plan of distribution there is no waste circulation.

The initial copy that the Company used was set in a double page spread. The advertisement outlined in a few well chosen words just what the Company had been doing. It also brought out the fact that the subsequent offering of the product to the profession was contingent solely upon satisfactory final reports from the 1031 dentists who were making the invited tests and whose reports had not been received up to the time the advertisement had appeared.

In the July issue of the same magazine there appeared another double-page advertisement that went into more details. The identical copy likewise appeared in three other magazines, except that one-page advertisements were run. The other magazines that carried this copy were, *Cosmos*, *Items of Interest* and *Summary*.

During the months of August and September the same space was used and the same magazines carried the advertisements, which were further details of the undertaking. The copy that appeared in the September issues of these magazines gave out the information that final reports had been



received from the 1031 dentists acting in the capacity of a testing committee, that the reports had been carefully audited by a Board of Review comprised of three ex-presidents of the National Dental Association.

The statement was also made that the filling material would be offered to the profession at large, because of the extremely favorable nature of the reports. The name of the product was incorporated in the ads. Stress was laid upon a book called "The General Manager's Story,"—a history of the entire undertaking, and the fact that this little book would be mailed to every member of the dental profession when the material was ready.

The October advertisements were called, "Coming!—a book and a box." The book: "The General Manager's Story;" the box: a sample of the new filling material. These were to be mailed every member of the profession before the end of that month. To quote Mr. Smith again:

"Without the magazine advertising both the sample and the Story would have in a very great number of cases been overlooked by those who received them. It was the 'curtain fire.' The magazine advertising paved the way. It did not directly create a desire for the product itself. *It created expectancy.*

"The 'Story' was mailed to every member of the profession, to arrive about October 15th, the sample being sent three days later, accompanied by a booklet illustrating packages and stating prices, as well as a booklet covering directions for use."

At this stage of the definite and well-planned campaign the Company took another long step forward toward the goal of achievement by making up three leather-bound portfolios. These contained proofs of each piece of copy used in the advertising campaign. The Company then called in to the home office three of its representatives. They were given the facts as to what

had been accomplished and an insight into what the Company wanted to do in addition. The matter was discussed at considerable length, the aftermath being that these three representatives were dispatched to visit the entire American trade, armed only with a few specimen boxes of the material just to show what the packaging would be like—and the advertising portfolio. We'll let Mr. Smith in his own words tell us the prime object of this plan:

"They had to 'sell' the advertising campaign to the dealer, rather than the product itself, for although they were permitted to state that reports from all sources had been more than satisfactory, they were not permitted to show a single, solitary testimonial from anybody.

"They were not permitted to call upon the profession. The magazine copy that had already appeared had specifically stated that none of the material was yet for sale. It was their job to implant in the minds of dealers the belief that the advertising would sell the goods.

"The boys 'came clean' to the extent of convincing about 90% of the trade. Stock orders they turned in amounted to four times what the Company expected to receive. This was all accomplished before 'The General Manager's Story' and the sample of 'Smith's Certified Enamel' reached the profession.

"Shipments of stock to dealers were timed to arrive almost simultaneously with the receipt by the profession of books and samples."

Stock orders and repeat orders came pouring in—the Company's dream of a successful selling campaign was realized in a most gratifying manner.

"The General Manager's Story," which was introduced in the above campaign is a very unique idea in itself. The story deals with the incidents that led up to putting "Smith's Certified Enamel" on the market. It was written by Mr. W. Linford Smith,

General Manager of the Company. The story is very cleverly told, is quite interesting and well worth reading. It delivers a message that lands because the story has been aimed straight. It contains the essentials that whet the interest, melt indifference and "get across." The story hits straight-from-the-shoulder and there is nothing in it that swaggers with bluster and boast. Mr. Smith has pruned his every statement in the book by the unyielding measure of truth, therefore the book gains and holds the reader's confidence. In all respects the book makes a strong and seductive appeal.

The "Story" has been done in eleven chapters that consume 32 pages of a book that sizes 6 x 8 inches, printed in two colors by the Roycroft Shop.

After the books and samples were passed out the Company kept on with its magazine advertising. The copy they used was designed solely to make sure that every member of the profession subjected the sample to tests in the mouth. Here is what Mr. Smith has to say about the magazine advertising:

"We had not expected to be able to trace results to the magazine advertising. But congestion of the package mails resulted in slowing up delivery of the samples which the October copy announced would be sent before the end of that month.

"In consequence several hundred members of the profession wrote to us to ask: 'Where is my sample of Certified Enamel.' We started to answer each individually, but they tumbled in so fast for a week or two that it was necessary to resort to the use of form letters.

"Since *Oral Hygiene's* circulation is about three times that of any other dental journal, naturally the largest number of returns, or inquiries, mentioned the *Oral Hygiene* advertisements. But this is not intended to be an advertisement of *Oral Hygiene*.

"If it is an advertisement of anything it is an advertisement of advertising. It is a concrete example of what advertising can accomplish in the way of securing distribution and creating demand."

So here you have another concern that doesn't believe in hiding its light under a bushel. In "Smith's Certified Enamel," Lee S. Smith & Son Manufacturing Co. have the utmost confidence, and recognizing its superior qualities, the Company advertises, knowing that scientific advertising that is properly executed is the greatest force now operating in the world of commercialism.

It has been said that, "the value of Force lies not in dimensions, but in the character of its application." In the above advertising campaign you find a new way to apply the force of advertising. And it must be a good way if one is to judge from results recorded. At all events, the calcium light of publicity has been turned on "Smith's Certified Enamel" in a totally different manner and in a way that makes for more sales and puts the product on the map to stay.

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NOTE—The author is greatly indebted to Mr. W. Linford Smith for the facts contained in this article and publicly thanks him for the assistance rendered in the writing of it.

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THE advertising rates of THE MAILBAG advance the first of January. They have long been too low for a publication with the circulation and prestige we enjoy. Even with the increase which will go into effect, our rates will be lower, per thousand readers, than those of any other publication in the advertising field. Those who contemplate the use of THE MAILBAG for an advertising campaign in 1919 will do well to communicate with us before the first of the year, as we have a special proposition to make them that will save considerable money. New rate card upon request.

## Parley Voo?

By Frederick C. Kuhn

It's scandalous the way Frederick wades right in and makes Mr. English Language jump around and do stunts for him. If you doubt it, try reading this "Parley Voo?" classic with your enunciator in high gear. But there's a darned good moral in the satire.

"Twas dertag, and the slithy Huns  
Did sturn and sturged through the sludge;  
All bulgous were the blunderguns,  
And the bosch bombs outbulge.

"Thank you very much," said Alice, "it was kind of you to explain it to me. But it's just a little difficult to understand, isn't it?"

"Perhaps so," said the Dodo. "You see, so many words have lost all their original meaning. 'Treaty' for example, or 'culture.' So we have to make up new ones that never meant anything before."

"What is bulgous?" Alice asked.

"Oh, that's easy," said the Dodo. "You know that slithy is a mixture of lithe and slimy; well bulgous is a mixture of bulky and tremenjous; and outbulge is what a bomb does; and vetal is either vital or venal according to your politics; and prumpling is proud and trampling; and all the rest is quite simple."

—From "Malice in Kulturland."

WHEN ad-man Sammy gets back from Berlin, he is going to have a much more wholesome respect for the gent who wrote "Rae-decker's Guide to the Remaining Capitals of Europe," and old Prof. Hinkum, compiler of "Hinkum's Dictionary of Foreign Frases," pocket-sized, khaki-clad, by mail \$1.04.

He is going to realize that when friend Noah crotcheted his well known dictionary, he tucked in a whole gang of complex stitches for purely decorative purposes, designed to abash the amateur and obfuscate the tyro.

Yet after Sam has wed the virtuous damsel who fortuitiously forgot her carte de visite in his handwork undys, he will probably relapse into the ascetic comfort of his art metal chair and dictate to the ox-eyed blonde at elbow such lucid lines as exhibit "A."

"The appended brochure will intimate the inherent possibilities of Kellogg's Corn Plasters and their value to merchants in diversified vocations. If you analyze your potential prospects and calculate on a per capita basis . . . etc. etc."

Now picture to yourself this touch-

ing little close-up at Poofdoodle and Woofkins', who figured so mathematically in a previous issue. And should you be one of those altruistic souls with a penchant for edifying the hoi-polloi, the masses and the moujik, read, mark, learn and inwardly fletcherize the moral of this erudite little tale.

"Ah Bill," burbles Hank, adjusting his kryptoks after the mailman has come and went. "Here's a guy what writes a foreign langwidge."

"Swedish, eh?" Billie dispassionately decides, giving it the double o.

"Nix," negates Hank with a sage wag. "Such ignorance.... I think it must be Paregoric.... Tellya what. Let's ask the Doc. He graduated from the Neal Institute."

So perforce, our heroes hike next door to old Doc. Sassafrass who for the nonce is busily engaged in massaging his milk-white palfrey.

"Doc," greets Hank, handing him a plug, "we come to you for a little professional inflammation."

"Shoot" playfully cries the Doc., biting off a hunk.

"What does 'per capita' mean?"

For a moment the Doc. sibilantly masticates his Navy Plug. "Well boys, 'tain't sure that I garner yer drift. But sounds to me like cutting off'n a feller's dome. Or maybe that's capitulate?"

Whereupon Poofdoodle and Woofkins either chuck the cabalistic communication into the incinerator, or decide to use it for a guessing contest open to men and women of either sex and all ages, first prize, one can of silver-plated sardines; second prize,

half-pound of hand-painted gorgonzola cheese.

Poofdoodle and Woofkins, as you may have suspected dear reader, are playmates of my fertile imagination.

And though they shake an occasional game of seven up and smoke the aromatic kind, they are corking good fellers. But Poof (as he is affectionately called for short) confuses a thesaurus with a pachydactyl, while Woof (I dubbed him that at babyhood)

swears to this very day that an antonym is what the medic gives you when you swaller prussic acid. And by the beard of my grandmother, so do sometimes I!

There is usually a better way to tell a long story. That is by telling a short one—with lots of spizerincktum. And there is usually a better way of using a long word than in your form letters—tuck it in a highbrow article for THE MAILBAG!

## Making Illustrations of Machinery

By James F. Tobin

*Editor of "Etchings," Published by Gatchel & Manning, Philadelphia*

This is the second of a series of articles on engraving by Mr. Tobin. Every direct-mail user has occasion to buy engravings and it will pay him to follow these articles for the practical information they contain.

SOME wisenheimer in the far distant past has said that to make a gentleman you begin with his grandfather. Likewise, to make a good engraving of a machine you must begin with the original photograph.

Few photographs of machinery are so perfect that good halftones can be made from them without some retouching. The amount of retouching governs the final cost. It is worth while therefore to look into the proposition of so handling the preliminary work as to reduce the amount of retouching needed.

In mechanical work, completeness and accuracy of detail is essential. It is also important that the character of the materials and their finish be properly displayed. The distinction between plain castings and machined parts must be clearly shown, for instance.

It is only repeating the obvious to say that it is the proper distribution of light and shade that gives quality to a picture. But it is difficult to arrange the distribution of light on a large machine in a foundry or machine shop.

Supplying the light and shade effects

is easy for the artist if the photograph is free from certain other defects. The most important of these is distorted perspective. If the vertical lines are not parallel or the parts nearest the spectator are too large in proportion to the more distant parts, no retouching can make a first class result of it.

Such distortions in a photograph indicate either lack of knowledge or improper equipment. If the plate in the camera is not perfectly parallel with the vertical lines of the machine to be photographed, those lines will diverge either at the top or bottom of the photograph. Distortion of the nearest parts of a machine is due to the camera being set too close.

Assuming that you have a photographer who can take care of the purely technical problems, there are yet some other things to be watched for and guarded against.

The eye, unless specially trained, takes in a subject as a whole and passes over minor defects. But the lens of the camera misses nothing. Every flaw, oil spot or defect of any kind is emphasized. Varnished parts show up in the negative with startling reflections.



These things can all be corrected on the photograph by the retoucher, but some of them can be prevented and at much less expense. A coat of gray paint on the castings, the absence of varnish and the careful removal of oil stains will reduce the cost of retouching very materially.

Another source of annoyance is the result of carelessness. Some of the parts are not adjusted in the proper relations to each other. If left so on the photograph the result is never satisfactory. To redraw the parts properly sometimes costs more than the retouching which would have been needed to make a first-class job.

It sometimes happens that a machine is not properly screened off from the surroundings when being photographed. If the machine is of the "spindly" type, with irregular projecting parts, it sometimes means considerable labor to pick out which is part of the machine and which is background. And time means money.

Probably the most exaggerated example of a background causing trouble that ever came under the writer's observation was the case of a screening device made of woven wire. A bucket and ladder had been left lying on the ground in such position that they showed through the screen. It cost several dollars to remove them as it was not possible to re-photograph the subject in the time at the customer's disposal.

Occasionally it is desired to show a large casting, pipe or other object of simple design but of extraordinary size. Shown alone there is nothing to indicate that it is big. In such cases, something of known size should be shown with it, a workman for instance. This will suggest the unusual size without any very violent mental effort on the part of the observer.

The two views of metal ring shown illustrate this idea of comparative size very clearly. One is apparently about twelve feet in height, the other about

eight feet. The two views are the same size.

One little understood but prolific cause of trouble could be eliminated if the buyer were willing to concede that the artist possessed some intelligence. Very often a customer will send explicit orders to do thus and so with a photograph. The artist follows instructions but the result is not what the customer had visualized in his mind's eye. Then—!!!!!!?, etc.

If the customer had made clear the *result* he was after and had left to the engraver to decide on the best method of procedure to attain it, the result would be right or the fault would be at the artist's door, unless the customer had erred, which being a "customer" yourself you will admit is a very remote possibility.

Some of us think we know more about engraving than the engraver and more about art than the artist, hence, sundry and divers melees.

(This was referred to in the previous article, but is worth repeating.)

The ideal retouched photo is the one which shows retouching the least. An engraving made from a photo which has been palpably dolled up is apt to arouse suspicion that all was not well with the original machine.

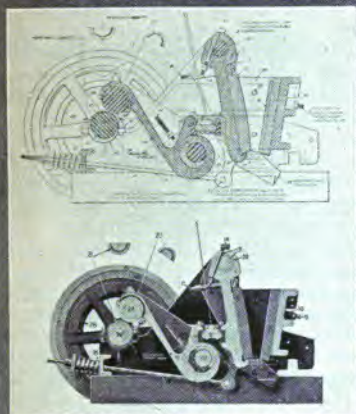
#### WASH DRAWINGS

It often happens that a picture is desired of a machine not yet built, or of one which cannot be photographed. In such cases engravings with photographic effect can be made from wash drawings constructed in perspective from the "blue prints." These are valuable at times to hurry literature out on a new machine to forestall competition.

#### TRANSPARENT VIEWS

These, variously known as Phantom or Ghost views, are used where it is desirable to show parts actually hidden from view. The obstructing parts are





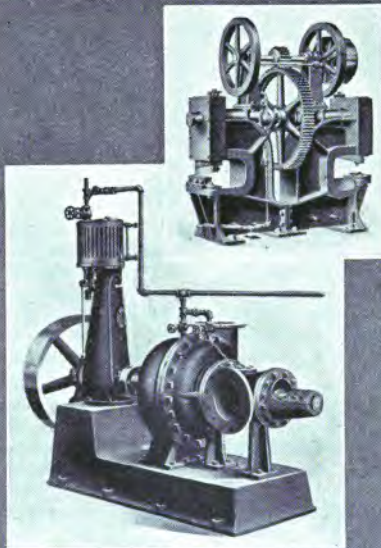
Shaded Cross Section



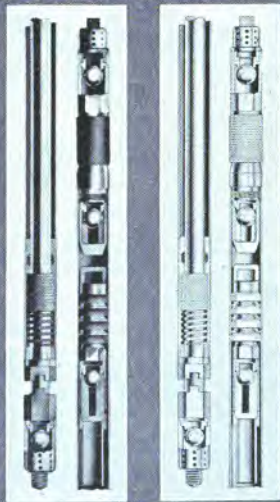
Transparent View



How Relative Sizes May Be Suggested



Perspective Wash Drawings from Blue Prints



Halftone for Catalogue, Line Engraving for Trade Journals

shown as though made of glass. This should only be attempted where the intercepting parts are more or less simple. Some views of this class may be entirely clear to the designer of the machine, but to the average citizen they are about as clear as the American ideals are to a Hun.

#### ORDERING SIZES

The best way to mark copy for size is to draw a pencil line on the margin and mark between the extreme outside points the size in inches of the desired engraving. If the engraving must fit exactly a predetermined space in a type form, mark it "over all" or "block size."

#### DIMENSIONS

The reductions being made by photography, all sizes will be proportionate. A drawing or photo, 8 x 10, cannot be reduced to 4 x 6 without cropping. Perfectly apparent, isn't it? But you would be surprised—

To find the unknown dimension of an engraving use simple proportion—8 : 10 as 4 : ? If mathematics bore you and you would rather do it another way, try this. Lay out a rectangle the

same size as the extreme dimensions of copy. Draw a diagonal. Lay out on the horizontal line the proposed width. Draw a vertical line to the diagonal. The length of this vertical line will be the desired height.

#### DIFFERENT FINISHES

"Full Vignette" should be used only with first class paper, ink and printing conditions. "Outline Vignette," as the name implies, partly outlined and a vignette base, generally, for it does not require as much care in the handling. "Square Finish" and "Silhouette" or "Outline" (self explanatory) are the best for Trade Journals or printing where the conditions are not of the best.

It should never be forgotten that all these details of selection of styles, finishes, etc., are only the means to bring about a certain end, and that is the illustration of a machine so as to emphasize the selling points of the article to be sold. Anything that helps do that is of value. Anything, however artistic or ingenious, which takes the spot-light away from the machine should be barred.

Editor's Note—The next article in this series will be on "Half-Tones for Uncoated Stocks."

## Real Answers or Mere Responses—Which?

By M. F. Botkin

*Correspondence Adviser, Service Auto Equipment Corporation, Kansas City*

This is about as sane and sensible a contribution to the great subject of correspondence as we have seen for some time. After you've read it sit back and think over whether you're "answering" or "responding." You may startle yourself.

THE dictionary says, "An answer is a solution, as of a problem in mathematics." If you should ask me my present price on a set of Ford tires and I should tell you that prices would probably be much higher next spring than they are today, I would be responding to your inquiry, that is, your inquiry might prompt my response, but I would not be answering your question. I would not be solving your problem. As a consequence of my

neglect you would assuredly ask someone else.

Some of the questions I have seen written in letters of inquiry concerning goods were almost as absurd as that well known classic, "Why is a mouse when it spins?" but I have also seen "answers" dictated by correspondents who were supposed to be on their jobs, which were as senseless as the response to the above gem.

The correspondent with a letter to answer, who does not attempt to analyze the state of mind in which that letter was written, is unsafe to be entrusted with the responsibilities of the correspondence desk. But the correspondent who fails to answer a prospective customer's questions and—insult added to injury—fails to enclose an important and promised piece of literature, which the letter assures is being enclosed, belongs in the class with the druggist who fills a quinine prescription with strychnine and the engineer who mistakes a red light for the rising moon. All are a menace and I hesitate to say where they belong, but I know where they will be if they don't mend their ways—*Out of a job!*

It was our misfortune to have a rapid-fire, quantity-at-the-expense-of-quality correspondent in our office a few days last summer. Our customers and prospects are still reminding us in various ways of the devastation he wrought. We do not mind that so much as we do the fact that there are probably some others who are not taking the trouble to remind us.

The final letter of our form follow-up series reminds the prospect that we have told him of the advantages of our products a number of times and it courteously asks him to state his reasons for not placing an order. A very large percentage of these letters elicit a response, although the prospect may have been silent throughout the entire follow-up and may still think he is not in the market. I say "think he is not in the market," because frequently his answer provides fuel for a light with which we can show him that he is in the market.

This "why-haven't-you-bought" letter sometimes acts as a good purgative, for its answers occasionally show us how our system is being abused and helps us rid that system of the obstruction—such obstructions as that mentioned above. However, this purgative continues to operate for a time after the cure has been effected, which is rather

painful. For instance, only yesterday I read an answer to this letter in which the prospect said, "I was ready to order last July and I offered you \$100.00 for a set of tires, but you ignored the offer." Alas, upon referring to the file I verified his complaint! Not only had the correspondent failed to answer a point-blank offer but he also failed to enclose an order blank with the proper price entered, which, according to his letter, he was enclosing.

I am convinced a sale would have been made if the prospect had been given proper attention, for although his offer was several dollars below the correct price, the difference was not nearly as great as that between the amount of an order and the price offered in a letter to which the following letter was a successful answer:

The 20% offered you as an introductory discount shaves the margin of profit to the danger line. The quality of the material which enters into the construction of the 6000 mile tire is necessarily expensive, in fact, it has become so increasingly expensive that it became necessary for us to advance the price of tires, May 1st, as the enclosed price list will tell you.

We had either to increase the price or reduce the quality of our products, and of course there was no reason for the latter. At the new prices Service Tires are still from 10c to 20c per 100 miles lower than other high grade tires and their lasting qualities, which enables the owner of them to stay out of the tire buying market for many months, makes them a real economy.

The enclosed order which is properly filled out for the tires you want, shows the cost of these two tires, with all discounts off, to be \$67.78. This is only about 65c per 100 miles, which I am sure you will agree is not expensive tire cost. This 20% discount is really a concession to our first customers and prospective agents, for it means that in the capacity of our representative you would make a profit of \$22.34 every time you sell a set of tires and tubes to a Ford owner.

The Missouri Tire and Rubber Co., of Kansas City, produces a very good tire—a tire which is guaranteed for 5000 miles—which in the 34 x 4 non-skid can be bought at the price you mentioned, namely \$25.00 each. If this is as much money as you care to invest in tires at this time perhaps this 5000-mile tire will interest you, but of course in the long run the tire with the greatest mileage is the greatest economy and so I believe you are going to use the enclosed order blank and order Service Tires.

We suggest that in placing your order, you include an order for Service 6000-mile Puncture-

Proof Tubes, a tube which could not be punctured, although one of our customers, in a test, drove eleven nails into it. With Service Tires and Puncture-Proof Tubes on your car, you are prepared to forget all about tire troubles of whatsoever description for many months.

Yours very truly,

When a company has adopted a policy of price and discount terms which it knows to be right, the duty of refusing to alter that policy can be approached with confidence — confidence in the correctness of the course being pursued and almost equal confidence in an ability to convert the prospective customer to the same way of thinking. In fact, an acceptance of the prospect's terms is apt to kill his confidence. However, before attempting to dictate a letter explaining why prices cannot be cut and discounts increased, an exhaustive analysis of the prospect's point of view as expressed by his letter should be made. The letter from head to lower edge should be studied first. Perhaps in small type, such slogans as these will be found: "One quality and one price." "We always quote our lowest price the first time." It is then only necessary to call the prospect's attention to his own policy. Above all, get all the records pertaining to the prospect, for it may be that some previous letter to him has thoughtlessly suggested a more flexible policy.

I believe the following letter won the prospect's complete respect and confidence. At any rate, the result immediately desired was obtained:

The shipment of your order was due to an oversight on the part of the billing department. It had not been noticed that you requested these goods shipped C. O. D. at the cash price.

The prices of Service Tires and Tubes and the terms governing them have been fixed after carefully considering the cost of the best grade of materials, the cost of skillful manufacture, the cost of minimum office operating expense and a fair profit. Evidence that these prices are reasonable is contained in the fact that the cost of Service Tires ranges from 10c to 20c per 100 miles lower than other tires. I invite you to investigate this assertion.

It is true that if we accepted the cash price on this C. O. D. shipment, we would only lose \$4.22, but if the order was ten times this size or if nine

other customers were allowed the same terms, we would be losing \$42.20, but greatest loss of all, we would be losing your confidence. If our terms were so elastic you would have good cause for being extremely doubtful of the fairness of our prices or of the quality of our goods. We would rather lose your first order than lose your permanent confidence.

If I have not convinced you that this lot is worth the price we have fixed only after careful consideration, you will of course refuse this shipment. But if you put these tires to work, you will remember the uninterrupted satisfaction of the service they will yield long after you have forgotten the terms on which you purchased them.

Yours truly,

As stated before, a reminder of the prospect's own principles as proclaimed by his letterhead, is always a powerful influence. But first of all the letterhead must be seen! If a correspondent answers a letter, ignoring the writer's true doctrines as expressed by his letterhead, he is overlooking his most powerful resource. The letter may merely express a temporary feeling of the writer, but if his letterhead is sincere it is expressive of his true principles.

The customer to whom the following letter was written had been shipped an order before being quoted as to prices. The price was so much higher than the price he had mentally fixed for the shipment that he refused it promptly and probably without pausing to reason whether the goods were worth the price. His letter announcing his refusal was written upon impulse, therefore it did not represent his true character. On the other hand his letterhead certainly had been composed only after profound and calm meditation and therefore it was but necessary to remind him of this letterhead to cause him to accept the shipment.

Your letter of July 15th would indicate that you handle the cheapest line of musical instruments that it is possible to buy. My judgment tells me this is not true, however, for I know that the discriminating musicians of Cape George will not buy an instrument that has no merit except cheap price.

Your letterhead states that you sell the Opollo Piano and underneath the name you proudly declare that it is the "World's Master Player." Now, Mr. Gordon, why do you not appeal to your public by telling them that the Opollo is

the cheapest piano they can buy? It is because the quality feature and not the low price feature is the only thing that can have an appeal to people who know.

All of this being true, I am surprised that your interest can be attracted by a tire which can make no appeal except the appeal of low price. You say that you can buy tires at a lower price than Service Tires and get good service out of them. Surely you are not satisfied with merely good service. If you are the man of experience whom I believe you to be, you will only be satisfied with the best, and as a business man you will readily agree that the best is always the lowest in cost.

We shipped you the 32 x 3½ tire you ordered August 18th. The price of this tire is \$24.80, and yet, in view of its great mileage guarantee, this tire costs at least 10c per 100 miles less than other tires.

The only question for you to decide, Mr. Gordon, is whether you are interested in quality or merely low price, and since your slogan is "By their Volume and Tone Ye shall know them," and not "By their Cheapness Ye shall know them," I am sure that you will decide in favor of quality.

Yours truly,

When a prospective customer is "shy" of your goods because he has been "stung" by low quality he is apt to take the view that since he was hit hard by a low priced deal he is apt to be hit proportionately harder by a higher priced transaction in the same line. The prospect who was answered by the following letter had taken that view, so it became the correspondent's job to show him, without "rubbing it in," that when he insisted upon nothing but low price he was inviting trouble. His letter expressed his skeptical point of view and so the correspondent had to get that point of view by placing himself in the same position. This letter sold him on quality. Of course, a certain amount of missionary work had to be undertaken, for evidently this man had been used to purchasing only a low priced article and had been in the habit of letting himself be influenced by price comparisons, ignoring possible differences of quality. At any rate, it was vitally important for the correspondent to get his prospect's point of view, otherwise there would have been a temptation to argue, which of course would have been fatal to the sale.

Your experience with the cheap tire is not a surprise. In fact, we would have expected the result you had under the same circumstances. Cheap quality goes hand in hand with cheap prices, but the worst of it is that the quality is likely to be much cheaper than the price because when a bid is made for the public interest with no inducement offered except low price, you may be sure that the quality inducement does not exist.

Service goods are not cheap. When you consider tires only, they are not low priced. In fact, there are only about eight other brands on the market which are higher priced per tire, but the producer of a high priced tire has no apologies to make for price because when quality is considered and mileage comparisons are made, the price of actual service is extremely low after all. For example, the cost of Service Tires is from 10c to 20c per 100 miles lower than other tires, regardless of their price per tire.

You can profit by the expensive experience of one of our Virginia customers. He wrote us recently, "The reason I haven't bought your tires is because I found some much cheaper. I bought them. I am very sorry that I bought the cheap tires, as they will be very high priced ones to me."

Perhaps you yourself have expressed that regret, Mr. McKee, but you know the most effective way to avoid errors is to see to it that you do not repeat them. You have proved to your own satisfaction that a cheap tire is an expensive tire, and now we expect you to prove to yourself that the quality which makes permanent customers is worth all that we ask for it. Speaking of permanent customers, you may be interested in knowing that 20 per cent of all of our July business was repeat orders.

The enclosed price list has an order blank on the opposite side and we shall expect you to use it.

Yours truly,

THE MAILBAG'S contribution larder is well filled, but not so well filled that we can't add to it. We are always in the market for good articles upon any phase of direct-mail advertising, and we like to hear from those modest chaps who are doing mighty good work and keeping particularly quiet about it. All the good direct-mail work is not done by the big fellows, by any means. It is, as a general rule, a far more difficult task to make a small appropriation accomplish a necessary result than to plan and execute a direct-mail campaign with unlimited funds. Let's hear from some of those who have made their advertising dollars go farther than most dollars stretch these days.

## How Metal Lath Manufacturers Joined Forces in a Campaign to Improve American Housing Conditions

By Robert E. Ramsay

*Advertising Manager, Art Metal Mfg. Co., Jamestown, N. Y.*

This story of a direct-mail campaign that was conceived under war conditions is still pertinent, for the effect will be long-lived and extend into the after-the-war period. It is a striking illustration of what can be accomplished through co-operation.

ANYONE who has had anything to do with the building industry during the past months knows that, with the exception of new plants for munitions, and other work of a similar nature, the industry has been "shot," to use the vernacular.

In a large measure, this was due to war conditions, for in many sections building operations were at a practical standstill. In one large Massachusetts city where a firm had for years built a certain number of new homes for their workers each year, this year no buildings were put up at all because of the war conditions, resulting in high costs, scarcity of labor, and uncertainties.

In the face of such conditions the campaign of the Associated Metal Lath Manufacturers is especially interesting.

The Association is composed of ten of the principal manufacturers of metal lath in this country; namely, The Berger Manufacturing Company, of Canton, Ohio, the Bostwick Steel Lath Company, of Niles, Ohio, the Consolidated Expanded Metal Companies, of Braddock, Pa., the General Fireproofing Co., of Youngstown, Ohio, the Milwaukee Corrugating Company, of Milwaukee, Wis., the North-Western Expanded Metal Company, of Chicago, the Penn Metal Company, of Boston, Mass., the Sykes Metal Lath & Roofing Co., of Niles, Ohio, the Truscon Steel Co., of Youngstown, Ohio, and the Youngstown Pressed Steel Co., of that same city.

The headquarters of the Association are in Cleveland, Ohio, though a

branch office is also maintained at Washington, D. C. As an Association, up until about a year or so ago, they had conducted a campaign in some of the prominent architectural papers, but within the past year conditions have been against any extensive trade paper advertising, according to those in authority, and therefore all efforts were concentrated on a campaign through the mails.

"Housing conditions play a very vital part in securing maximum efficiency in war production," stated one of the members of the Association, "and our Government realizes this and is planning industrial housing projects on a very large scale."

The members of the Association felt that a much more effective publication could be prepared by the Association as a whole, also it felt that a general presentation of the subject was of so great value that better results would be obtained in this way than by publication by any one of the individual manufacturers.

### THE WAR-TIME FLAVOR

In bringing out the war-time flavor of the endeavor, Mr. S. M. Fehcheimer, Manager of the Publicity Department of the Truscon Steel Co., said: "Stucco on metal lath is generally recognized as one of the most desirable constructions for industrial housing. It provides a permanent construction at a cost almost as low as frame, and is to be preferred because all materials are available locally. With present congested transportation conditions, no added burdens should

be placed on our railroads if they can in any way be avoided."

The publication brought out by the association was a magnificent bound volume entitled, "As a Man Liveth." It carried on the inside pages the sub-head: "So Shall He Work." It was beautifully printed in brown on an india tint cameo paper, illustrated throughout with plans, photographs and drawings of beautiful homes, private and industrial, built of metal lath construction.

The book was published for distribution purely as educational information for Architects, Engineers, Town Planners and the heads of large industrial firms.

"Appreciating the fact that there were numerous books on this subject," says Mr. Ralph E. DeWitt, Assistant Commissioner of the Association, "we tried to make our appeal as broad as possible and make the readers feel that they were not being solicited on a direct sales campaign, and we believe we will accomplish the purpose which we set out to do."

Each of the ten members of the Association furnished the commissioner's office with a list of people whom they would like to have receive the book, and to these people was sent—not the book—but a circular letter offering to send the book if the recipient would request it on his own letterhead.

The letter itself is an excellent example of the style of appeal that produces results from the professional types addressed. It was sent out over the signature of the Commissioner of the Association, Mr. Zenas W. Carter, on a neatly embossed letterhead giving merely the name of the Association, their address, and the name of the commissioner.

This Association has in preparation an interesting book on the subject of Industrial Housing, featuring the adaptability of Metal Lath to the important housing problems which confront large industrials at this time. The book will be ready for distribution in about two weeks, and as

it is of such a character that we cannot send it out broadcast we are therefore offering it to those whom we think it would most interest.

The acceptance of the book of course implies no obligation, but we ask that you kindly write us a letter on your letterhead, advising that you are interested in this housing problem, and we will be pleased to mail you a copy of the book as soon as it comes from the printer.

Would you prefer stiff board cover de luxe edition, or limp paper cover prepared especially for filing purposes? Both books will be standard size, 8½ x 11, as recommended by the American Institute of Architects.

The same offer, by means of the same letter, was also made to all names on the Sweet's Catalog Index List and to a supplemental selected list of large manufacturers. It has to date brought back about 2500 requests for the book.

There is enclosed with the circular letter when it goes out a very inexpensively printed little leaflet entitled, "Recommendations on Emergency Housing," which is a reprint from the proceedings of the annual meeting of the National Fire Protection Association and the leaflet bears their imprint with no reference to the Association of Metal Lath Manufacturers other than the fact that their name is listed as one of the constituent members of the association for fire protection.

When the book is sent out there is enclosed with it a 5 x 3 index card for the recipient's file, on the back of which is printed the names and addresses of the members. This same list appears also on the last page of the book itself, with the list arranged alphabetically.

Mr. Carter, in commenting on just what form the follow-up would take, said: "Other than personal calls in many cases by the dealers of member companies and their salesmen, this has not been positively determined."

On this same point, Mr. E. Drage Browne, advertising manager of the North-Western Expanded Metal Co., said: "The follow-up is of course individual, the form and extent being largely determined by whatever follow-up system is used by members."

#### PUBLICATION DECIDED UPON IN WAR-TIME

Expressing to Mr. Wm. G. Hurlburt, President and Treasurer of the Bostwick Company, our interest at such a publication being brought out in war times, he replied: "I might say that this was decided upon and an appropriation made sometime ago, but was held up and has just been issued.

"While it does look like a little bit of extravagance, you might say at this time, it is intended to be a permanent piece of advertising information to go into the library or files of the architect for reference."

That the Association is accomplishing its purpose is quite evident from the comments of architects who have been fortunate enough so far to receive a copy, though it is the intention of the Association, we understand, to eventually place a copy in the hands of every architect, there being a noticeable lack of information regarding the many advantages of stucco on metal lath for residence work, etc.

About five to six hundred copies have been distributed, without previous request, to government officials interested in construction work and to the chairmen of committees on housing in certain cities where the housing problem is up for consideration. To the outsider who wishes a copy the price is \$1.00. A number of the members of the Association have purchased for their own personal distribution a certain number of copies of the publication.

#### SUPPLEMENTAL ADVERTISING

Some of the members of the Association have issued a supplementary catalog for use in their follow-up work. The Truscon people, for instance, have issued a 16-page booklet entitled, "Permanent Homes Make Permanent Workers." This publication also features metal lath with particular reference, of course, to the advantages of their own brand.

The book is a compilation developed by the advertising council of the Association, which, in turn, is composed of the advertising managers of all the member companies, co-operating with the commissioner and the firm of service-printers who published the book. The general idea, we learn, and the title and a part of the text, was the work of Commissioner Carter, while the advertising council was a strong factor in keeping all the text and data on a basis which would confirm to the selling and manufacturing policy and products of the different member companies.

Looking into the future, following this campaign—which is purely one of good-will building in almost all of its aspects—at a time when war is the center of the stage, Mr. DeWitt of the commissioner's office said that it was not their intention to permanently abandon trade paper advertising, but they had done so for this year, "due to the peculiar circumstances affecting the industry and to the fact that we have been making exhaustive tests through two large laboratories, results of which will probably be used in our later advertising."

Summing up the objects and results of this year's campaign, Mr. Zenas W. Carter, the Commissioner, said: "It is especially a point of note that the publication of this book jointly enabled us to get out an unusually high-class piece of advertising at a considerable saving over the cost which would have accrued had each member-company handled the subject independently by the publication of individual advertising booklets. As the situation with reference to housing in the United States was so acute it was absolutely necessary that the subject be presented in some good way."

THE mailing list of a large department store, checked recently, showed only 46% live names. When was your list last checked?



## Selling the Product of the Product

By Maxwell Droke

The first chap who got the big idea of selling the product of the product made a killing. And after him hundreds and thousands of others have profited, too. If you've never thought of your sales letter problem in this light, here's a million dollar thought.

HE was an Earnest Young Man of the type known as "intellectual." His clothes were "neat but inconspicuous" as the story-books have it. And he wore unbelievably large horn-rimmed glasses.

"Salutations!" The-Man-Who-Has-Been-Through-The-Mill grinned genially. For he was feeling particularly joyous that day.

"Good morning," returned the E. Y. M., gravely. "You are Mr. Barkley, I presume?"

The Man plead guilty.

Our earnest young visitor coughed nervously and began fumbling awkwardly in an inside coat pocket. (Heavens! An embryonic copy-writer, and a painfully conscientious one at that. The horn-rimmed glasses should have been sufficient warning). "I am very much interested in advertising," admitted the E. Y. M., by way of opening the conversation. "Now here are a few sales letters I have written for the Melodious Piano Company, just by way of practice, you know. I was woner-ing—er—that is—er—if you would mind reading them over and giving me a candid opinion of their value. Some of my manuscripts were used in our high school magazine," he added deprecatingly, "and one of the instructors complimented me quite highly on my technique."

After The-Man-Who-Has-Been-Through-The-Mill had finished reading the offering, the intellectual one looked up expectantly.

"My principal criticism of this copy," the Man frankly said "is that you have tried to sell pianos."

"But I—"

"Do you know Bart Hollingsworth?"

The Man interrupted with apparent irrelevance.

The E. Y. M. shook his head in bewilderment.

"I thought not. Well, I'd advise you to get acquainted with him. He lives over on State Street, in the second block from the Union Manufacturing Company's plant."

"Which house?" queried the E. Y. M., eagerly.

"Oh, it really doesn't make any difference; he lives in all of the houses in that section of town. Bart Hollingsworth isn't an individual, you know, he's a type. Bart and his family are what we term, for want of a better name, 'middle-class Americans.' Which means that they have an old-fashioned flower garden in the front yard; crayon portraits hanging on the parlor walls, and roast chicken for Sunday dinner (served in the middle of the day if you please).

"Now the Melodius is a 'middle-class' piano. That makes Bart your logical prospect. However, I happen to know that you can't sell Bart a piano; I can't sell him a piano. No one in Kingdom Come can sell him a piano—"

"Then why—"

"But you've got to get a piano into the Hollingsworth home. That's your job. All right, then. Quit trying to sell pianos, and begin selling the product of the piano—*music*. Long-drawn-out descriptions may get by with folks who are already sold on the value of a musical instrument—people who are actually in the market for a piano. But don't forget that a goodly percentage of your sales must be made *against the reader's will*.

"If you were a piano salesman calling at the Hollingsworth home, you

wouldn't begin your sales talk with a technical description of the piano. Not very much. You would ask sixteen-year-old Katie Hollingsworth to play a few selections while the family gathered 'round the instrument. Then, after Bart Hollingsworth had watched his daughter's eager face, as she played, and read the look of longing in her eyes, you would speak to him not of tone, or finish, or design, but of the social, the educational advantages of music in the home. After you had really caught his interest there would be plenty of time to bring in the descriptive features.

"And your advertising 'interview' should be handled in much the same way. You must make Bart Hollingsworth visualize Katie at a *Melodius Piano!* Paint for him a pen picture of the Hollingsworth family circle, gathered in the parlor after supper, with Katie playing old, familiar songs, and now and then a lively, popular selection. Show Katie entertaining Sunday afternoon callers with musical offerings. Then change the scene again, if you like. Roll back the flowered Brussels carpet, take out the furniture and we'll stage a friendly little dance. Katie and one of the neighbor girls will take turn about furnishing the music. Even old Bart will 'shake a leg' along with the youngest of 'em.

"And when at last the sale is made, what have you sold—several hundred pounds of veneered oak, a peck or so of ivory keys and a few rods of wire? Not at all. Rather you have sold the product of the product—music. Bart Hollingsworth hasn't bought a piano. He has bought hours of happiness for Katie, evenings of pleasure for the whole family. You might have raved on for paragraph after paragraph, but never in all the world would you have won Bart's interest by writing of 'this wonderful upright piano, with superior tone and *gen-u-ine* ivory keys.' After all is said and done, and half-a-dozen burly teamsters have rolled a musical

instrument into the Hollingsworth parlor, Bart doesn't care any more about the *piano* than he did at the start. It's the product of the thing that he is after.

"Now, I'm not arguing that you shouldn't use some descriptive matter in your advertisements. That would be foolish. Your copy must be informative, but above all, it must be interesting. And often, in selling a product, you'll find it a deal easier to first interest your prospective purchaser in the product of the product—show him what it means to him, what it will do for him—then bring in your dulcet sentences anent finish, construction and 20% off for cash.

"Do you get the idea?"

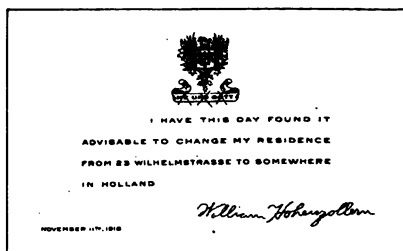
And the E. Y. M. said that he did.

SOMETIMES exceptionally good advertising can be secured through taking advantage of an opportunity. The armistice offered such an opportunity to the Harris Printing & Engraving Co., Cleveland, and they cashed in on it.

We reproduce a handsomely engraved card they sent out within a few days after the armistice was signed. On the reverse side was this wording:

"This card designed by the Harris Printing & Engraving Co., Cleveland, who offer for sale excellent printing; fine engraving. . . . and a few titles and crowns (in fair condition only)—not expensive either."

The stunt made a hit and the advertiser received many come-backs.



# The MAILBAG

*A Journal of Direct-Mail  
(10¢ a copy) Advertising (\$1.00 a year)*

Mailbag Publishing Co., Publishers

Office: 1800 East Fortieth St., Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. S. M. Goldberg, Eastern Manager, 303 Fifth Avenue, New York. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

December, 1918  
Vol. 2 No. 9

IN OUR November issue we told you something of the action taken by the Pulp and Paper Section, Paper Economy Division, of the War Industries Board, Washington. The summary of their action was that advertisers would have to plan to cut down the total tonnage of paper used in direct-mail work at least twenty-five per cent.

As we go to press, the latest advices are that paper restrictions will be lifted and that house organs and other direct-mail advertising will be restored to past tonnage basis for a period of two months, to test out the effect of lifting the restrictions. If no unforeseen complications occur, the restrictions will be lifted permanently. Restrictions on paper mills, as to weights to be manufactured, will remain, however.

This is welcome news, and fortunately comes in time to prevent any great confusion, as advertisers have probably not gone very far in a readjustment of their direct-mail campaigns.

There has been a distinct advantage to advertisers in this paper agitation. It has brought about investigations in direct-mail work that have revealed waste and inefficiency. It may be said to have clarified the atmosphere and to have shown many concerns where they were drifting in this medium of advertising.

We have been a careless, slap-bang, go-to-it-regardless sort of a nation, and this has applied to advertising as well as to many other things. The Government, through its restrictions, brought us up with a turn. We were compelled to look into many nooks and corners that had not been noticed for years past. The resultant housecleaning will mean better advertising and more efficient advertising in the future.

WHAT is needed in direct-mail advertising is an organization composed entirely of direct-mail buyers, with the sellers eliminated. Not that we've anything against the sellers of direct-mail advertising, but the fact remains that a division of the two interests would insure greater progress in the solution of direct-mail problems.

A notable instance of this is to be had in the case of the Association of National Advertisers. This organization is composed of several hundred national advertisers, and maintains offices in New York, with a secretary and staff of assistants. It is a force in the advertising world because it represents a purchasing power of many millions of dollars of advertising. Hence it is able to take certain action relative to conditions in the advertising medium and service fields that it could not possibly take if these interests were a part of the membership.

Publishers have their associations. Agencies have their association. Other advertising interests which sell space or service to the advertiser have their associations. In none of these is there a place for the buyer of advertising.

This is as it should be, for it permits of free and open discussion with the assurance that all proceedings will have a confidential character.

Then why not adopt the same course in the direct-mail field? Surely the same reasons for separating buyers and sellers in other fields hold good in this case.

It is not our purpose to start such an organization as is proposed, but we would like to see some of the leading advertising managers, for instance, who are interested in the use of direct-mail advertising, get together and give impetus to the idea.

At the same time we would like to see those commercially interested in direct-mail advertising get together and form an association, with the buyers of their product or service left out, for the consideration of common problems in selling, advertising, merchandising and production.

We venture the prediction that with two such organizations, each national in scope, direct-mail advertising as a whole would receive an impetus that would put it where it belongs as a medium.

MANY advertisers conduct their advertising campaigns by the calendar year rather than the fiscal year. Such, then, will be in the midst of their 1919 plans at this time. To such we urge very careful consideration of direct-mail advertising. There are three reasons why it should have such consideration. First, it is *selective*, and this coming year is to be a year when prospects will be selected prospects. Second, it is *timely*, and opportune advertising will have an advantage over stated-interval advertising in the coming days. Third, it can be *tested out* at small expense, and advertisers in many lines will have to feel their way for a time until they strike the right new note.

We could cite other reasons, but these will suffice to show that direct-mail ad-

vertising deserves more than scant thought or passing attention in the plans for the year. Topping these reasons, too, we are still strong in the belief—and experience has borne out the contention—that for every dollar spent for publicity or general advertising two dollars should be spent in direct work to back it up.

WE hope every house organ editor and publisher among our readers will read Mr. Handerson's article in this issue. He has gone straight to the root of a problem that is worrying a lot of the big business men in this country—a problem that is closely associated with the labor problem in general. He may well pause for a reply, as he does at his conclusion, for no reply that sounds like a solution has yet been forthcoming.

We will gladly give space to, and pay for, a practical solution to this matter. You may say there is no substitute for patriotism as an inspiring motive, but we must have something to take its place, as Mr. Handerson brings out, and upon the house organ editor, for one, falls the task of finding it.

We, too, pause for a reply.

HAS the calendar fallen from grace as an advertising medium? We can remember when a bushel basket wouldn't hold the assortment we received. In late years, however, we've had to scrape around to find out the day of the month.

Since our first editorial was written the following has been received:

WAR INDUSTRIES BOARD  
WASHINGTON

November 27, 1918

To Publishers of House Organs of All Kinds,  
and to All Printers and Direct-Mail Advertisers:  
From today, all rules, regulations and restrictions governing publicity undertakings of publishers of house-organs, printers and Direct-by-Mail advertisers are hereby withdrawn.

THOMAS E. DONNELLEY,  
Director, Pulp and Paper Division

Approved:

B. M. BARUCH,  
Chairman

ISAAC H. BLANCHARD  
Chief Paper Economy Section

## ***The Chap Who Put a Bit of Rubber on the End of a Pencil Cashed In!***

So it is in art. Almost anyone can sketch. Some better than others. But by the same token that one swallow doesn't make a summer, one sketch doesn't make an artist.

Making sketches and making a business of art are two wholly different things. We make a business of art, just as you make a business of your work. We have a staff of artists that is large enough to surround any subject, but the staff isn't so large that we lose intimacy and that awfully-hard-to-get-angle-of-close-co-operation.

That much for the business end of the pencil.

The ideas that we put into our work—into your work—will lift *your* business and its interpretation out of the prosaic and into the interesting class.

***Put it up to***

**GRAUMAN & COMPANY**

**North American Building**

**Chicago**

# HAWTIN WAY MULTIGRAPH PLATES

We Set Our Own Type

Will Not Slip

Our typesetting department is equipped with modern, brand new type. Artists in charge, experts in display as well as straight composition.

Our special "lug" on the bottom of plate insures rigidity, close register, and a sharp, clean printing effect.

## We Do It All For You Art Work—Typesetting Engraving—Electrotyping

The Hawtin Multigraph Plate Company is formed for the express purpose of making high grade printing plates for the Multigraph. We are equipped to handle art work, engraving, typesetting and plate making, all under one roof, which insures quick service and perfect printing plates.

**Hawtin Multigraph Plate Company**  
**322 West Washington Street**  
**Chicago, Illinois**

P.R.  
390

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UNIV. OF MICH.

# *The* MAILBAG

*A Journal of  
Direct Mail  
Advertising*



JANUARY & 1919  
VOL. II NO. X





**There's Always a Leader  
In Every Line**

# Foldwell

**for  
Broadside  
Folders**

**RUM**







**OR**







**"There is always a leader in every line" just as this Advance-Rumley folder says. And, Foldwell is the leader as a paper stock for mail advertising.**

You can be sure your direct advertising reaches your prospects without breaks or cracks—whole and clean—when you use Foldwell. You can increase the sales from your mailing pieces exactly as you increase the number of "prospect" readers. There is but one safe and secure way—use Foldwell. One user of more than a million circulars a year says that Foldwell increased his returns over 20 per cent. Another user bears witness to an increase of 25 per cent. You can secure similar gains. This is what big users of Foldwell have done. Concerns like the Advance-Rumley Company, De Laval Separator Co., Otis Elevator Co., Art Metal Construction Co., McCray Refrigerator Co., Moline Plow Co., Western Electric Co., Curtis Loose Leaf Co., and various others. Profit by the experience of others—let us send you the Foldwell book, "Putting the Sales Story Across."

**CHICAGO PAPER CO.**  
812 South Wells St.,      -      -      Chicago, Ill.





Please mention THE MAILBAG when answering advertisements. Thank you.



# The MAILBAG

*A Journal of Direct-Mail Advertising*

Edited by Tim Thrift

(10c a  
copy)

(\$1.00 a  
year)

Vol. 2

January, 1919

No. 10

## Selling a Glutted Market

By C. A. Bonniwell

*Advertising Director, Wm. J. Moxley, Inc., Chicago*

While this article is not, strictly speaking, by any means a description of a direct-mail campaign, it contains so much that is good practice in modern merchandising, selling and advertising that we feel it is a most important contribution. The second and final installment will be printed in our next issue.

THE important part animal fats were to play in the world war was not as well appreciated as it should have been until the United States took an active part therein. Then the urgent necessity for the conservation of animal fats was brought home with full force.

The requests of the Food Administration to cut down on the use of such fats as butter, margarine (animal fat), and similar articles put an entirely new phase on the subject. The consuming public gladly acquiesced, since the appeal touched them both from the standpoint of patriotism and thrift. As a result an enormous market was created almost overnight for the new product known as nut butter.

Since nut butter, or nut margarine, as it is properly called, does not contain any animal fats and costs from one-third to one-half the price of good butter, it served a two-fold purpose. It helped solve the high cost of living and enabled the housewife to perform easily and pleasantly a patriotic duty, since the nut butter is a real duplicate butter. Likewise, it educated the great consuming public to the advantages of using this meritorious article, because while many might hesitate to use nut butter merely because of its economy (as it was a substitute) they would be glad to do so when actuated by motives of patriotism.

This quite naturally resulted in the market being flooded with a variety of nut butters of all grades of quality from fair to bad. Consequently the dealer did not look favorably upon any additional products of this character since he felt already overstocked. The investigations made through the country as to the possibilities and market for nut butter confirmed the local reports. The major portion of dealers interviewed reported good sales but believed the market already overcrowded. Others were rather dubious and thought the demand a passing fad and were very emphatic about their being able to stock any new brands. The reports proved a revelation and brought to light many distinctive and unusual problems that had to be surmounted to successfully merchandise a new brand.

It was apparent no ordinary campaign would be effective in creating the degree of consumer acceptance desired, particularly in view of the fact that the new nut butter could not be placed on the market until nearly four months after the dealers and consumers had been educated to buy and sell those already glutting the market. The entire campaign utilized was based on a careful study of the goods as revealed by the field investigation, plus an intimate knowledge of the dealers' and consumers' requirements.

While the field survey was being

made, newspapers, magazines and other media were carefully checked and all food product advertisements clipped therefrom. These were classified under predetermined headings and an exhaustive analysis made as to style of copy, appeal used, illustrations, general lay-out, typographical display and amount of space used. Most of the nut butter advertising which had appeared up to that time either featured tropical scenes or lacked individuality. The general run of the food advertisements used ordinary illustrations or the usual run of type. The conclusions drawn from this intensive study and the plan, copy and other details built around the data so secured proved absolutely correct, since the returns from the advertising proved phenomenal.

The creation of a suitable carton and the development of an attractive and descriptive trade name was carried on simultaneously with perfecting the process of churning the nut butter. Al-Co-Nut, the name finally adopted, and the unique attention-getting, sales-creating carton evolved both proved trade winners and fitting complements to the delicious and nutritious butter duplicate churned.

A comprehensive plan was worked out to secure not only the maximum of distribution prior to the opening of the campaign, but also the hearty co-operation of the dealer and the clerks as well. The plan itself was based on one of the well-known fundamentals back of successful department store advertising. When a department store ad appears in a newspaper, the goods advertised are displayed either in the store or in the window. Everyone connected with that particular department has evidently read the ad and familiarized himself with the merchandise advertised. Naturally, when the prospective customer comes in she has no difficulty in locating the department and securing the goods. Expressed differently, the point of contact is

unbroken from the newspaper advertisement straight through to the department clerk in the store.

The regular Moxley customers were advised in advance of the plans through the medium of a personal letter from the President of the Company, as shown. With this letter was included an order postal and leaflet which visualized for the dealer the new and unusually distinctive and attractive package.

Dear Sir:

The sweet-as-a-nut appeal of nut butter, the newspaper and general publicity given it to assist in the conservation of animal fats, has created a tremendous demand for this tasty spread for bread.

To assist in this conservation and enable all dealers selling Moxley's to meet this enormous demand, we have perfected a nut butter beyond compare. It is composed of the concentrated food elements of the coconut and peanut, churned with rich pasteurized milk and cream with salt added. That we have succeeded in churning a product so delicious, tasty and wholesome, is a tribute to our long experience.

As an appreciation of your co-operation and good will, we are advising you in advance of the placing of it on the market. A big advertising campaign will commence in the *American, Examiner, News and Tribune*, on Tuesday—a combined circulation of nearly 1,500,000.

Al-Co-Nut is the trade name adopted for this nutritious table delicacy. It is packed in wonderfully attractive sales-compelling cartons, so that simply to place a case on your counter is to create instant demand and net you a handsome profit.

If you haven't placed your order for Al-Co-Nut with the Moxley salesman, mail it to us now and we will see that he gets credit for it. Just check on the post card the size case you want and do it at once so you will receive the Al-Co-Nut in time.

Cordially yours,  
WM. J. MOXLEY, INC.,  
Geo. F. Moxley, President.

The outlet through which the product was distributed consisted of grocery stores, tea and coffee stores, meat markets and a sprinkling of delicatessens. The latter were not worked to any appreciable extent because past experience has shown their trade to be poor margarine buyers.

While there are 8,549 grocers, 1,517 delicatessens, 287 tea and coffee stores, and 1,562 meat markets in Chicago

proper, making a total of 11,915, there are actually less than 6,000 of these that are what might be termed "workable."

Every dealer of the classification stated was listed and typewritten on a card, 2½ x 4, with his rating indicated thereon. This list was subdivided into what is termed a cream list; that is, dealers having a telephone. The total number of these was 4,500 and the purpose in making this distinction was to ascertain and keep tab on the number of these accounts secured.

While the drive was being made, the map was carefully checked daily to ascertain whether the percentage of returns from any given territory was averaging up with the rest of the city and whether or not the proper percentage of the dealers sold was of the "cream list." In this way a finger was kept on the pulse of the business at all times and as quickly as any weakness was located, a special man was sent into that particular district to rectify the trouble.

In order to secure the necessary distribution and have every part of the city thoroughly combed and to avoid having the high spots overworked and the less accessible stores neglected, the city was divided into sales zones.

To thoroughly systematize the layout, a map of the city on the scale of four miles to one inch was utilized. This was pegged with colored glass-headed tacks, a different color being used to designate the "cream list" stores. Every worth-while store was marked, perfectly indicating the distribution and location of all stores. From this, the city was divided into 15 sales zones and all efforts directed accordingly. After the list of prospects was completed and prior to pegging the map, everyone who was already a customer was encircled in red ink, so when a peg was placed in the map, it would show it was a customer and the goods handled. A red tack indicated

the dealer sold margarine; a blue tack, Al-Co-Nut Butter, and a white tack both brands.

Just as quickly as the Credit Department O.K.'d a new account, the Sales Department was given a 2¼ x 4-inch card with the new dealer's name and address typewritten thereon. A key number was given this card and the proper prospect tack removed from the map and the proper color dealer tack inserted. All the customer tacks were so numbered and keyed that on reference to the master card index we could tell within a few seconds the name and address of the particular dealer, the color of the tack showing the brand or brands sold.

While this involved considerable work, it not only visualized the extent and character of the distribution, but assured the immediate correction of any failure in sales efforts.

The dealer was also approached from the angle of the volume of butter and margarine sales he should expect. He was shown that the average family used from ten to fifteen pounds of butter, margarine or a similar article. The volume of his sale on these commodities should equal the consumption per family multiplied by the number of families he was serving.

Here was something tangible; in fact, a quota he could set for himself. Most of the progressive dealers entered heartily into this plan, since they quickly saw that in the majority of cases they were not getting the volume of business they should, and last, but not least, Al-Co-Nut gave a splendid margin of profit.

Owing to the enormous volume of business done over the telephone by the housewife in spite of the "Cash and carry" plan, a special effort had to be made to reach these buyers.

In many stores the telephone trade ran as high as 70 per cent, and it was of course necessary to reach these people. Experience had demonstrated that when the dealer telephoned his

trade for their order, unless he suggested the housewife buying a certain article, the percentage of sales on telephone orders of that particular item would be almost negligible. In cases where dealers had a large telephone trade, arrangements were made to enclose with the weekly invoice, leaflets similar to the one entitled "The Heart of the Coconut." In this way the product was brought home and emphasized to the housewife.

The entire campaign was thoroughly and intensively covered with each of the salesmen. Each man was given a portfolio of the advertising, in the sequence it would appear. Press proof copies on calendered stock emphasized the fine typographical display and attention-compelling type. A complete sales canvas was studied and this contained authoritative information as to the per capita consumption, number of families the average grocer sells, volume of business done by stores that specialize in tea, coffee and butter and other data of a similar character to assist him in driving home his arguments.

Every step of the campaign was carefully explained; why the copy was run in a distinctive style of type without illustrations; the reason for the blind copy; the purpose of the coupon ads, etc. When the sales force had mastered this, each man then had to sell the sales manager, who acted in the capacity of the dealer and attempted to block the salesman's arguments as to why he should stock the goods. As a result of this careful training, the salesmen were in a position to place the proposition logically before the prospective dealer and to do it with the knowledge, enthusiasm and confidence that insured success.

In working the territory, due consideration was given to the opening date on which they were first to appear. This was based on all districts, first covering the entire city by the salesmen in their regular territory and then

transferring them to districts to which they were not familiar. As an illustration, the city was divided into fifteen zones. During the first week, Salesman Jones who was operating in Zone No. 1 and Salesman Smith in Zone No. 5, were the second week transferred to Zones No. 5 and No. 1 respectively.

In this way, the salesmen were in a position to sell many customers that the former salesman had been unable to touch. This was not any reflection on the previous man's ability, but based on a knowledge of human nature, since the first one might have certain characteristics that the prospective customer took a dislike to or he might not have liked his method of presenting the proposition. The advantage of reworking the territory in this way was apparent, because of the number of accounts secured that had been reported "Won't buy."

The trade proper was not worked on the new line until December first and the delivery of the new product was not commenced until the ninth, the opening ad appearing on December eleventh. Orders were booked in advance in order to cover thoroughly the territory, and delivery of the goods to the trade was delayed so that the dealer would have absolutely fresh Al-Co-Nut when the demand commenced. To handle the enormous volume of business created almost over night, all the delivery problems were worked out on a scientific basis and the fleet of motor trucks supplemented with additional machines. So carefully were all the details carried out that in spite of the phenomenal demand, far surpassing even the most sanguine expectations, it was handled with an ease and facility that made the word service synonymous with the name Moxley.

*(Concluded in February issue)*

THIS is the largest issue of THE MAILBAG ever printed. And we see no prospect now of ever going back to a smaller size.

## Half-Tones for Uncoated Stocks

By James F. Tobin

*Editor of "Etchings," Published by Gatchel & Manning, Philadelphia*

We do not understand that the War Industries Board has lifted the restrictions placed on sizes, surfaces and weights of paper, consequently Mr. Tobin's reference to this condition is still pertinent. This is the third of this series on engraving as applied in direct-mail work.

AT THE time this article was in preparation, the War Industries Board had made its rulings on the limitation of sizes, surfaces and weights of papers that would be available after August 1, 1918, for the duration of the war.

They limited coated paper to eighty pounds as the heaviest weight, and at a later conference, asked the paper manufacturers to take immediate steps to conserve chlorine—used in bleaching pulp and needed by the Government for the manufacture of gas shells.

It is said that the end of the English china-clay is in sight and all of these facts will tend to considerably lower the quality of surface and color of coateds and send the price up.

To those who consider halftones inseparably associated with coated stocks, this seems little less than disastrous. It is true that coarse screen halftones of the usual type are printed with varying degrees of success on machine finish and super calendered stocks, but the results are not usually classed with those produced on coated stocks.

For years it has been the ambition of engravers to make a halftone which would give good results on uncoated papers, but with the exception of those prepared for dull finished papers, their efforts have met with little success until recently.

The insistent demands of advertisers and printers, ambitious to obtain unusual effects, have finally been met. There are now halftones on the market which can be printed with satisfactory results on uncoated stocks. The illustrations shown herewith are specimens.

It must not be assumed that *any*

halftone made by this new method will print on *any* uncoated stock. Quite the reverse. Each halftone must be made for the particular paper on which it is to be printed.

The technique of the plate making is varied in each case to adapt the stipple, depth, etc., to the texture of the particular stock. This is of vital importance to the successful use of these plates and must not be disregarded or overlooked.

Samples of the paper to be used should be sent with the order and accompany the "copy" through the shop. The negative differs from the ordinary halftone in both highlights and shadows. The etching is varied; the handling of the middle tones and shadows requires great care to make the printing "dot" just right.

The query that naturally arises is, how about the printing of these plates? Does it offer any great difficulty? No; it is a simple matter for a competent printer to produce results equal to those secured on coated stocks. And by competent printer is meant any ordinarily good printer who can make a first-class job of an ordinary halftone. A little time and experience will enable him to solve any problems that arise.

One essential thing to watch is the thickness of the paper. It must be uniform. It is apparent what varying thicknesses of paper will do to the printing of a halftone. Beware also of watermarked papers.

The ink used should be of heavy body with lots of color, not tacky, with the least amount of oil necessary to carry it. The extra heavy impression needed will "squeeze" if there is too much oil and there will not be enough color.



A "Commercial" Photograph

An "Artistic" Photograph  
Same BankRuffstok Halftone from Photo-  
graphCombination Ruffstok Half-  
tone and Line Engraving

"Proclaim Liberty  
throughout  
the Land"

The cause of Liberty  
is identified with the  
destinies of humanity  
and in whatever part  
of the world it gains  
ground, by and by, it  
will be a common gain  
to all those who de-  
sire it.

*Wash*

Double Print, Ruffstok Half-  
tone and Line, EngravingRuffstok Halftone from Wash  
Drawing

As to make-ready, no hard and fast rules can be laid down. Some pressmen achieve success with the old-fashioned kind and others swear by the new patent, up-to-date processes. It depends to some extent on the paper used and every pressman must work out the details to suit himself and his own methods.

The forms must be washed more frequently, as rough stocks are very dusty. This is not necessary where presses are equipped with vacuum cleaning attachments.

The plates must be backed for patent bases or solid metal. Wood is not solid enough for the impression needed.

There is nothing further of importance that can be said on the subject.

The buyer who wants to take advantage of the possibilities of combining halftones with uncoated papers has only to send a sample of the paper to a house which makes this style of engraving and any good printer can give a satisfactory result.

The printer, keeping in mind the points mentioned above, should have no difficulty in producing effects in keeping with old style types in combination with appropriate papers.

These halftones open up a big field for the direct-mail advertiser for unique and unusual bits of advertising literature.

*Editor's Note*—The next article in this series will be on "Different Engraving Treatments."

## Letters That Helped Take the Place of Salesmen

By Norman Lewis

Although the letters reproduced here were prepared to meet a war condition, they will serve equally well now in a suggestive way, for it will be some months before selling forces will be back again to a peace-time basis.

WHEN six of his fourteen salesmen had left to join the colors, the sales manager of a large manufacturing concern in the Middle West called in the advertising manager and put this problem squarely up to him:

"Can you," asked the S. M., "get up some letters that will offset in a measure the loss of these men who have gone? Letters that will bring home the present situation to every prospect on our mailing list, and make him see the advantages—to himself and ourselves and our Government—of buying by mail?"

That was a big order, thought the advertising manager, but he felt confident that he could fill it.

And he did. He prepared a series of four letters that brought home the bacon. These letters are published here with the hope that other manufacturers will get from them a suggestion or two which will help to solve

their problem of the departing salesman, and bring in the orders that might otherwise have been lost.

Here is Letter No. 1. Note how, in addition to explaining the shortage of salesmen, it plays strong on the service which the manufacturer is prepared to give, thus assuring him indirectly that he is perfectly safe in sending his orders by mail.

Gentlemen:

We are up against this—perhaps you are facing the same situation yourselves—a number of our valued salesmen have been called to the colors. As a result we find it necessary to make, to some extent, a temporary re-distribution and enlargement of salesmen's territories.

Since, for a time at least, our man covering your territory will have additional business to look after, it is possible that he won't get around to see you as often as you think he ought, or at just the right time.

For fear this may happen, may I ask that you use the enclosed post card to advise us as to the nature of your requirements in our line, with the probable date when you will be in the market?

Or, if you have pressing needs that you feel cannot be adequately taken care of through

correspondence, let us know and we will immediately send a special representative.

We are anxious to have your business and are in position to do anything that is humanly possible to take care of it. Your orders by mail will have our careful attention, and materials will be shipped with a degree of promptness that only our immense manufacturing facilities render possible in this time of tremendous demand for products.

We are very, very busy, of course—just as you are—as everybody is. But I want to say this: The time will never come when we shall be too busy to give you the most satisfactory service that our large organization, backed by three great producing plants, is capable of rendering.

Changes necessitated by the war, and by other conditions, have had no effect either upon our desire or our ability to give the highest character of service it is possible for you or anyone else to command in the purchase of \_\_\_\_\_.

Whatever the condition of the market, you can safely rely upon us—always—to deliver dependable, long-wearing materials with the least possible delay.

I would personally counsel that you anticipate your requirements just as far as you can. You will gain by doing so. I hope to hear from you within the next few days.

Very truly yours,

Letter No. 2 continues along similar lines, but with a somewhat different appeal. It was mailed two weeks after Letter No. 1.

Gentlemen:

The further you and we look ahead—the further we'll get ahead. That's certain.

Take your own case: Perhaps you need materials for repairs, or will need them in the near future. Perhaps you're planning to build or to reconstruct your plant. Every day you delay action you add to your problems. Next week it may be utterly impossible to ship the materials you need. Next month the costs of construction may have jumped to a prohibitive figure.

Why wait until a traveling representative calls to see you about contemplated plans which you alone are aware of? Isn't it far wiser, in view of the present chaotic situation, to determine your requirements, now, and thus provide against nobody-knows-what in the future?

An inquiry sheet is enclosed for your convenience. Use it.

We will quote you promptly on materials. Right now our stocks are very complete. We are in a better position than anyone else to ship promptly at fair prices.

But remember—*immediate* action is very desirable. It will probably save you real money to return the enclosed sheet today.

Yours very truly,

The third letter went out after another two weeks' interval. Its appeal is somewhat stronger than the two previous letters.

Gentlemen:

More and more, every day, we are coming to learn that we are a nation at war. "Business as usual" has a faint, far-away sound. Business is no longer "as usual"—it is tremendously unusual.

Business methods have changed. Three and one-half years of war have gradually forced us—you and us and the other fellow—to revise some, if not all, of our practices.

And today—our greatest business is to win this war. Conservation, concentration, co-operation will do it. Not a dollar may be wasted—not a pound of material, not an ounce of energy, not a single man. Every iota of our great resources must be utilized; directed into the proper channels for the national good.

How can we help—how can you help? By a closer co-operation, by a business get-together which will serve to eliminate wasted effort on your part and ours.

Don't wait for our salesman to call. He may come around at the wrong time. Or he may not get there at all. The supply of men, like the supply of materials, is curtailed by Government needs. Take the sheet enclosed. List on it your requirements—immediate and future. Look ahead, plan ahead, buy ahead. You can't afford to "take a chance" now. You must provide at once, if not for your own personal interest, then because of "patriotic reasons"—because your country is at war and needs your help.

Yours very truly,

The fourth and last letter of the series is longer than the average letter, but it has the strength and interest to hold the reader until the end. This letter is in a sense a summary of what had already been written, and contains a number of new arguments as well. Note how it links up with the desires and needs of the Government by urging greater and more efficient production.

Gentlemen:

The grip of war upon Industrial America is tightening—tightening. More and more "essential" industries are encroaching upon all other activities, taking men, commanding materials, and obtaining right of way for coal, railway service, everything.

This is right. The war needs, plus ordinary consumption, are far beyond the industrial capacity of the country. The necessity for speeding every man and machine up to top limit is imperative. Joseph Choate's impassioned appeal a year ago to America, "For God's sake hurry," is truer today than ever before. In short, the war problem is first an industrial problem. "Every day lost in organizing the



industrial forces of this country behind the army," says the National City Bank of New York, "means peril to the allied cause, delay in getting our army into effective action, and prolongation of the war with all that means in loss of life and treasure."

The vital thing for you to consider right now is: "Where do I belong? Am I producing all I can and is my business classified as essential?"

It concerns not only your sales and shipments, but your *purchases* as well. Whether you are filling war orders or not, you require material and supplies. Don't forget the importance of looking ahead. Remember that you are going to be in business after the war—that your advertising, your organization and your equipment should be kept intact. Also that you should make every effort to hold the good will of your regular trade. Therefore, protect yourself by placing orders as far in advance as possible. This applies not only to such \_\_\_\_\_ products as you may use, but to every other item of raw or manufactured product that you buy.

In ordering \_\_\_\_\_, be sure you get the kind that will stand up under the unusual service put to them in these days of extraordinary conditions. With every producing unit speeded up to the highest notch, you simply cannot afford to take a chance. You must have *only the best*.

The enormous increase in the demand for \_\_\_\_\_ since the U. S. declared war, surely indicates that manufacturers everywhere have found the solution to their problem in our products. Many of them tell us so—enthusiastically say that \_\_\_\_\_ are *more durable, more economical and more generally satisfactory* than any other brand they ever used.

On top of this quality we're doing everything humanly possible to give our customers prompt deliveries, at the lowest possible prices that can be quoted under present abnormal conditions. We have a plentiful stock of all standard shapes, ready to ship, and will give the promptest and best attention possible to all orders for special shapes. It's exceptional service and efficiency, sir, that we offer you. But you must also remember that \_\_\_\_\_ have been placed on the preferred list and the government's requirements or war needs might at any time commandeer our entire production.

Will you co-operate with us? Will you anticipate your future requirements in high-grade \_\_\_\_\_, and order *now*? Don't wait for a salesman—maybe he will become "essential" to the government before he gets to you—tell us the nature of your requirements on the enclosed post-card, and we'll have a quotation back to you on the double-quick. May we hear from you, please?

Yours for efficiency,

This letter makes a strong, direct plea for business, to be sure, but there is also a note of unselfishness and eagerness to co-operate in it which is bound to pay big returns in good will value.

One of the war's most striking revelations has been that human beings have a capacity for achievement, for both mental and physical production, which had not been imagined.

Every manufacturer who can preach this gospel of increased efficiency in his letters and other advertising is indeed doing his bit. He is helping to bring the real power of this great nation into fullest action, and then there will be productive results all along the line which will astonish the world.

## A Letter That Sells Accident Insurance

By Clarence T. Hubbard

CONSIDERABLE accident insurance is sold by first warming up the prospect with a good form letter. It paves the way. Especially is this true if the plan of an Eastern broker is followed. Instead of mailing his initial letter to the man of the house he sends it to the "better half." As many men fail to talk the matter of accident insurance over with their wives this letter starts the ball rolling and places some big policies. Here is his letter.

Dear Folks:

If this letter had legs it would jump up on your lap and say—"I'm the best thing that ever came into your house!"

Then it would turn a few somersaults and hop back into the envelope with the command "follow me."

And when you did you'd be the happiest person living. Tell you why—

This letter leads the trail to one of the greatest little protections ever offered—a protection which—well, in many cases it has simply been a Godsend, that's all. Just think! Your husband's chances of getting home safe tonight are one in ten! Every minute over twenty people are accidentally hurt.

These figures come from Washington, D. C.—they are even conservative in their estimate. If people only realized the regularity of these figures accident insurance would be over-sold.

Better put this proposition on your husband's supper plate tonight—accidents happen at such unexpected times—quick action may save a future life of drudgery. We'd like to put the real facts and figures in your hands. Use the attached card to tell us when to come.

## How to Make 'Em Bite By Direct-Mail

By Some of Our Readers

In our November issue, Michael Gross, in an article, "Making 'Em Bite By Direct-Mail," asked in conclusion, "What's the answer?" Here he should have it, for interested readers have undertaken the task of enlightenment, and what they say will prove enlightening to other direct-mail advertisers, as well.

**I**N a recent issue of THE MAILBAG, Mr. Michael Gross quite cleverly explains the difficulties met by a concern striving to interest buyers of lithography. Direct-mail was used.

Five by-the-book letters were broadcasted, replylessly. Then Tom, the cub salesman, dashed off a most usual letter, and it pulled nearly fifty percent of replies from the former silent lists.

And Mr. Gross asks, "What is the answer?"

This question implies that there is one reason for the admitted failure of the first letters. May there not in fact be several reasons? May not these be some of them, below?

As a buyer of several thousands of dollars' worth of lithography and window displays—the material in question—each year, I may be assumed to have an interest in novelty productions along this line, such as the mentioned letters claimed for their product.

But, having read Mr. Gross' article through carefully, I am yet ignorant of the nature of these displays. So we may say to Mr. Gross, "The first reason is that your letters do not answer the question, 'What will your product do for me?'"

Perhaps Mr. Gross intended that this information should be withheld, as a curiosity-arouser. If so, the letters were quite too reticent. We may fancy a verbal conversation directed to the same end.

"I've got a new window-display idea."

"What's it like?"

"It does so-and-so."

"Lemme see it."

Mr. Gross' letters go no further than the first line of this supposed interview. They should have gone as far as the third.

The verbosity in these letters promised, to the recipient, another of those long-drawn-out sales interviews, bearing after each verse this refrain, "Well, let me sell you something, anyway."

Briefly analyzing the unfortunate letters, we may summarize them thus:

Number 1—"As an advertising man you will readily agree that one of the great problems of a manufacturer is to secure SALES-making publicity for his product. . . . Repeated tests have proven that the RIGHT KIND of window displays will secure more direct ATTENTION-getting publicity than will a like expenditure for any other medium of advertising."

Why repeat what is "readily agreed" upon? Why argue that English is the preferable language for American advertising? If we agree upon the thing, forget it. Tell us what we do not agree upon. Tell us NEWS.

If sales-making publicity is what the manufacturer wants, why try to sell him *attention*-getting publicity? He doesn't want attention. He wants sales.

There is no hint of anything new in this letter. Why should the reader assume newness for the product? As for the claim that "we make the RIGHT KIND of window displays"—doesn't every salesman who comes into the office offer that—and then open up his portfolio of the same old material? Why invite another such session?

Number 2—"The fact that you use window displays to advertise your product shows you realize that this medium is the most effective and

economical way of securing publicity."

We also use newspapers, magazines, direct mail, posters. Are all these "the most effective and economical way to secure publicity?" Only one of them can be "the most." Yet the fact that we use them all proves them all, according to this argument, to be the cheapest. This is so obviously bunk that we read no further. We wouldn't be impressed now by any conclusions reached, if this is the form of reaching them.

Number 3—"In marketing your product, the chain of events leading up to the actual sale can be built up about as follows."

Some more elementary education. There seems no realization on the part of these writers that as a present user of window displays the reader is sold on the idea of such advertising. Their problem is not to sell him the window-display idea—it is to change the current of his buying—to sell him the idea of THEIR window displays as against all others. This must be done by a comparison whose results shall favor the product under discussion. No attempt at this process is observable.

Letter number four will reveal its absurdity if the writer will just fancy himself walking into a buyer's office and beginning his conversation, as does the letter, "Some wise man once said, 'Without the hen there would have been no advertising. When she lays an egg she cackles and lets people know about it.'"

We can fancy the buyer replying, "Yes. And when some strange cock invades his sacred precincts the home rooster shoos him off the lot. Raus! Beat it! Cock-a-doodle-dooo-ooo-ooo!"

That is a dingbusted fine way to do business. Yes. What?

Letter number five admits defeat, but asks for a discussion during armistice proceedings—and admittedly secured the same results as the Heinies are enjoying in the same attempt. It says, in effect, "Darn it, our letters

can't sell you our goods—but we can make you window displays that will sell your goods." That is, we can't sell goods for ourselves, but we can sell goods for you. Imagine advertising men wiring in for immediate calls by salesmen!

Then the office cub sits down and writes, briefly: "We have just made some novelty window displays for several large advertisers. I'd like to show them to you in your office, when it is convenient." Here, at last, is some emphasis on the novelty theme. What happened?

What happened? Just what one would expect. The monotonied buyer read, in effect,

"I've got some novelty window displays."

"What are they like?" he asked, mentally.

"They've interested six big national advertisers to the buying point,"—

—and he said, most naturally,

"Lemme see 'em."

Novelty is what he wants. Novelty is what is offered him here. And he goes after it, fast, eager.

In the other letters the yelk of novelty was so protected by the concrete shell of pseudo-cleverness that it never ascended into the light of day.

Who knows the answer? Well, I do for one. I hope that Mr. Gross does for another. And I hope that if I ever meet Mr. Gross he proves to be physically less powerful in offense than I shall try to be in defense. For he seems a most likeable chap—the sort who wouldn't take offense at a frank answer to an open question.

—Ed. Wolff.

EVERY day there comes to my desk a letter, or more often, several letters from various concerns, each one seeking, quite obviously, to interest me in a window-trim proposition of some kind, or a sign proposition, or a counter-display,

or pretty nearly any old thing at all that can be connected up in any way with the selling of our products. And, to be quite frank about it, nearly every one of these letters goes into my files practically unread, or at least unanswered. Each one of these letters has been written with care, and perhaps the greater number of them have been written by men expert in the matter of writing sales letters. But—and here is the whole thing in a nutshell—every one of these letters is obviously a circular letter.

Now, understand me, I have no grudge against circular letters. I use them myself once-in-awhile. And if the truth were known, perhaps my circular letters make the same impression upon my prospects that the circular letters I receive do upon me. Nor do I mean that the appearance of the circular letters I receive gives them away. For fully three-quarters of them are carefully processed, neatly filled-in, and otherwise disguised to fool me into the belief that I am reading real personal messages.

I presume that there are a great many men who are situated just as I am. When the office boy brings my mail around in the morning, I go over the pile carefully and pick out the ones that look important—the ones that have to be answered right away. And then, off to one side go the obvious circulars, to be looked over when an opportunity offers itself.

Now, just about the time I get my desk all nicely cleaned up and settle myself down for a study of these same circulars, there usually comes a series of interruptions. Perhaps the sales manager has just thought of a brand new scheme for digging up some new business, or maybe a boy from the printer's comes in with a handful of proof, or the engraver calls up about some cuts for the house organ, or a magazine space solicitor drops in, or the big boss wants to know right away how much it will cost to get out a new catalog, and so forth, and so on, ad infinitum. All

the time these circular letters, lying on my desk, or perhaps shoved in a drawer out of sight, remain unread. And along about five o'clock, after the mail is signed, I gather them up, glance over them rather listlessly, decide I'm not interested, at least not to the extent of filling-in a reply-card, and drop them into the file basket. And in the morning there is a whole new crop, looking just like the ones of the day before, and the chances are that the same fate awaits them.

Now, the sum and substance of the whole matter is this: Nearly all circular letters, at least nearly all the ones I receive, are nothing more or less than out-and-out advertisements, differing from circulars or mailing-pieces only in that they are printed in typewriter type and filled-in with the date and address, instead of being printed on enamelled stock in ordinary type in two or three colors. They start out just like advertisements instead of like business letters. The first paragraph is written as an attention-arrester, oftentimes copied bodily out of some book on letter-writing. And, as a usual thing, I know, without reading any farther, that the next paragraph in the letter is going to explain to me just how vitally important it is that we tie-up our national magazine advertising to the dealer's store by means of window-trims, or signs, or a counter-display—something that I already know, otherwise I wouldn't be drawing my modest salary at all.

Along toward the tail end of the letter I run across the statement I have been looking for all along—that this particular concern makes window-displays, or signs, or counter-displays, or something, and that they make them better and cheaper than anybody else, for any number of reasons, and that they urge me in do-it-now language to fill-in and mail the return card so that their salesman may seek me out and lay before me a collection of samples in the expectation of getting an order.

The very wording of the letter is, in nine times out of ten, the very thing that defeats its purpose. For it reads too much like an advertisement, and not like a simple business communication, which is what it purports to be. Why shouldn't a circular letter that is designed to produce a reply be written in a straightforward way, instead of beating all around the bush? Why should a letter be made to do the work of a circular or booklet? Wouldn't it be much simpler and easier for everybody concerned if the sales story was put into a folder or booklet, to be enclosed with the letter? To my notion, a letter like the following would be much more apt to get a reply out of me, than one that attempted to do the whole job:

Dear Sir:—

Mr. Jones, who represents our company in your territory, would like to call upon you in the near future with samples of Counter-Displays that we have designed and produced for other national advertisers. Will you be in the market for anything in our line in the next few months? If so, will you please indicate in your reply when it will be most convenient for Mr. Jones to call!

Yours very truly,  
SMITH NOVELTY COMPANY  
—J. C. Patterson.

"Fundamentally, there are two aspects to a sales letter: The message and the garb in which it is presented. To be effective, the message must be interesting or valuable to the recipient. To bring the message to the reader's attention its presentation must be attractive to him."

Let us take the presentation in the first letter which Mr. Gross quotes. The opening paragraph consists of an analysis of the prospect's ideas on a certain subject. Analysis is the commonest of all sales writing *faux pas*, and it is never effective as a medium of presentation to a business man. It is an easy error because the writer has been analyzing preparatory to forming his appeal and unless he guards against it, he will carry his frame of mind right along with him into the letter. Analysis is ineffective because it does

not convey its tangible application readily. It deals in generalities when the busy man quickly grasps and applies only particularities. There is always the additional unfortunate possibility that one's conclusions will not tally at all with those of the prospect.

The second paragraph is also a generality and has not even the virtue of being generally conceded true. When I say this, I assume that effective publicity is intended by the word "publicity."

In the third paragraph the writer gets down to his message. His firm has been making the RIGHT KIND of window displays for seventeen years. What are the "right kind" of displays? And what matter is it to the prospect how long the firm has been making them? It does not seem to me that this message is tangibly interesting or valuable to the prospect and it surely is not set out in sufficiently definite words to make it attractive.

Furthermore, the message is jealously hidden away in the mass of the letter. It is painstakingly camouflaged and led-up-to. This is not right. Our letter is written to convey a message. What we must do is hit on a good, proper, interesting message and put it right up where it can't be missed.

The series letters, all handled on the same general plan, are subject to the same general criticisms.

Tom's letter, now, was all "message" and an interesting message, too. He told it particularly and sincerely, if not decoratively. His firm has just made some novelty displays for several national advertisers. They are so good that Tom wants to lug them around for Mr. Man to look at. When shall he come?

Could this be the answer to the problem?

*Have an interesting message for your prospect and don't write anything in your letter that does not pertain to it.*

Deal with it *directly, sincerely and particularly.*

—E. W. Hayes.

YOU may be interested in an answer from a non-professional to the problem submitted by Michael Gross. I shall probably run afoul of every cardinal principle in the "seven book course," but remember I am not supposed to know anything about the technique of sales letter writing. But to a man on the fence it looks like you fellows start from the wrong point of view. You keep your "seven book course" in mind when you should be thinking of the man you are writing to. You get too professional in your views. Take a lawyer, now, something I should know something about. He doesn't view the same problem in the same way a merchant would. He follows his training. He figures with his professional consciousness, applies rules of evidence, harking back to Greenleaf, weighs the facts as he imagines a jury would view them and the law as he fancies the Bench would see it.

I suppose the letters are hypothetical, but they are typical. Take the first sentence in the first one. In theory you are establishing a sympathetic mental state. Actually you bore the prospect with a banal fundamental. It is as though you began a letter to a farmer like this: "As an agriculturist you will readily agree that a great many cows have horns." This may be somewhat exaggerated, but put yourself in the prospect's place.

Then the second paragraph. You are still trespassing on a business man's time while arguing a fact which he would gladly admit for the sake of getting through the shuck to the nubbin—if there is any nubbin. We will concede that the writer has now definitely introduced the subject of the letter, which should have been done in the first paragraph, and has got most of the "educational" stuff out of his system. Now for the big punch in the third act! Do we get it?

Now let's see just what is the probable subconscious reaction—not the polite veneered conscious action—to this paragraph. We read "We have been making the RIGHT KIND (modest devil!) of window displays for the past seventeen years (strange I am not familiar with the line, then—probably a lie along here somewhere) and feel sure (the h—I you say!) you will want to see samples (Oh, I guess not—done without seventeen years—business pretty good at that—try to stagger along) novelties—advertisers (Oh hum!). Jot down (Sure I will *not* at the bottom nor the top nor the middle—considerate though, allowing me to use the bottom of the sheet to do him a favor, *if I want to*) when our man can call (Never—I wish I had the interest on all the money that's wasted like that).

This is flippant, of course, but how far am I wrong? Remember I am looking at the letter with untrained eyes. The letters are all written from the same standpoint. Take the last one. "Gosh," hasn't the merit of being plain cussing. It is a denatured expletive that would probably do very well for the housemaid when she stubs her toe, but imagine yourself going into the office of the men these letters were addressed to and beginning your sales argument this way. Not that I object to an honest damn on occasion. I don't think I have heard a new cuss word since I was a freshman in college and there have been times when I felt the need of all the old ones I had learned prior to that time and occasions when I have used most of them, but I do not as a regular practice begin a business interview with them, especially with strangers, but if the "seven book course" should indicate this as the proper personal touch I would certainly pick one either for its novelty or its kick.

Genuine or hypothetical, I don't think much of the series. Frankly, I don't think they would sell fudge to a high school sorority, and except for an

excusable pride of paternity I don't see how any one else could expect results from them. They—and they are monotonously typical—put the burden squarely on the prospect and do it in a rather irritating way at that. It strikes me that the sales letter craft is just emerging from a stage corresponding to the fresh drummer stage of merchandising of twenty years ago. You remember him.

By the way, do you know who was the greatest letter writer of all history, sacred or profane, prior to about the

year 1915? There is a record of only two of his letters, an introductory or educational as you fellows call it, and one follow-up that brought home the bacon by return mail. You will not find his name in any current trade publications and I wish I had reserved space to review these epoch-making letters and the system he used, but from "Tom's" letter he must have been familiar with the work—or blessed with just plain common sense and a knowledge of human nature.

—Thomas L. Roberts.

## Back to the Soil and Some Direct-Mail Lessons Learned There

By M. H. Lund

*Advertising Manager, Bradner Smith & Co., Chicago*

In this story of an advertising man's vacation on a farm you'll get some of the pat observations he makes on direct-mail work to farmers, and a suggestion, perhaps, that his wasn't a half bad way to spend a vacation.

WHERE and how are we going to spend our vacation this summer? This question occupied our minds all spring, because the regular installments on our liberty bonds made an expensive outing impossible. We—by the way, I forgot to tell you who "we" are; it's my wife and yours truly—well, we studied the cottage ads in every Sunday paper, but they were so much alike that it was a deuce of a job to decide where to go. "Clean beds, boating and fishing, home cooking, chicken dinners, \$10 a week," so they all ran.

We were still arguing about it when somebody put up a sign down at the office: "Vacation Farm Workers Wanted, by the State Council of Defense." Quite casually I stopped to read the sign, and the logic of the whole thing appealed to me at once. "Why not work on the farm again? The farmers need your help. You will be paid from \$1.50 to \$4.00 a day, according to your experience. Earn while you learn, and come back to your work in the city hard and fit as a

fiddle." Those arguments certainly were sound. I looked out of my office window, and thought of the farm back in Iowa where they were probably out in the hay field at that very moment, and the tall loop buildings seemed like prison walls. The sun was shining but it couldn't be seen. The air was full of dust. How different from the air in the country, which would be fragrant with the odor of new mown hay. And I remembered the big meals that are the order of the day during harvest. The idea took hold of me. I was sold.

My wife gave in, although the two weeks' sojourn in Chicago all by her lonesome was not a very alluring prospect. But it was for the good of the cause. (Next year she is going to be a farmerette, and she will come back just as full of pep as I did.)

So I registered with the Farm Vacation Bureau of the State Council of Defense, and two days before my two weeks' vacation began I was given the name of an Illinois farmer who wanted somebody to help him thrash. I wrote

the gentleman to expect me Sunday evening and that I would be "ready for the worst" Monday morning with the rest of the bunch.

The town proved to be a beautiful little city, and while we drove to the farm in a converted jitney truck, my new boss quite casually remarked that we were on a river bank, that the scenery around there was unequalled for beauty in all Illinois, and that many prominent Chicago people had their summer homes throughout the neighborhood. At least, I was in good company.

His farm was on the bank of the same river, but it was dark when we arrived; dark and peaceful. Those of you city folks who never have had the time to spend a summer evening in a country farm yard, don't miss it next summer. The stars are so much brighter, the air is so pure, and the music of the crickets and the frogs just fits into the whole scheme beautifully. There are no other noises, except, perhaps, the occasional grunt of a pig disturbed in its sleep, and the tinkling of a cow-bell in the distance.

"Time to get up" was the first thing I heard the next morning. I looked at my watch. It wasn't quite five o'clock, and I had a good notion to turn over, but I didn't. When you are in Rome, you must do as the Romans do. So I got up and dressed without first having a shave and a plunge in the tub. The men were milking when I arrived at the barn. Now, milking isn't such a bad job, but it's so much the same thing over and over again, day after day, year after year, with never a let-up. I hesitated to confess that I knew how, because the memory of my broken-off Sundays as a hired man was still quite vivid in my mind. One of the very reasons for quitting the farm was because I had to leave my best girl at four o'clock every Sunday afternoon to get back in time for milking those confounded cows!

But I couldn't stand there doing

nothing, so I asked for a pail. I had my misgivings, because cows don't like strangers. There are perfect angels in the cow family, but when they notice some stranger starting in the dairy business they usually dispose of him without warning. And it makes one feel so darned silly to be kicked out into the back alley by a mere cow.

I asked the boss about the kicking business, and here is where I had my first surprise. He came along with a most simple chain device, which he attached to the hind legs of my first cow. That little chain made it absolutely impossible for the cow to move her legs, and it was harmless and painless at that. The amount of milk, the profanity and punishment for the poor cow who forgets to act like a lady, which this chain would save if found on every farm; can hardly be imagined. It ought to be as much a part of the regular equipment as the pail and stool, and I predict a ready success for the enterprising chap who can make and market it.

The hard labor was quite a change from worrying about how to promote sales and find new customers. But it furnished the reaction a city man needs in order to keep fit. And I learned a number of things besides farming. For instance, one rainy evening the hired girl was studying the farmer's "bible," or in other words, she was buying silk stockings by mail. The remark was made that this particular mail order house would always send four copies of their large and expensive catalog, as well as all other advertising matter to this one home. A mailing list is too often left to the mercy of a stenographer, who is apt to consider it less trouble to make out a new card than to look up whether the inquirer is already on the mailing list. So this man was represented four times on the mailing list of this great mail order house. Think of the waste, the unnecessary expense, even if this case is only one out of a thousand names! It certainly impressed me with the



importance of having a mailing list checked carefully from time to time, and placed in responsible hands.

I noticed something else which proved the correctness of the theory that a farmer's mail should reach him on a rainy day or on Saturday. During those days when we were working from sunrise till sunset, even I, who ordinarily wouldn't think of going to bed without having read the evening paper, was quite content to let the busy world be. One is simply too tired to read anything, let alone advertisements. But on Sunday morning the farmer likes to sit down and take things easy. And if his Saturday mail is still handy, it's apt to be read. It would be a great thing for the mail order business if the weather forecast could be relied upon. There could be no more opportune time for a sales message to reach a farmer than some morning when it is raining. Rain is usually welcome, except during a wet spell, and creates a general good feeling which helps make a receptive mood.

I was anxious to know, too, whether the arguments regarding fill-ins and personal letters had penetrated into this peaceful valley. Did they know what a duplicating machine was? No sir! How about fill-ins? Perfect strangers! Never met Mr. Fill-in. It's the message, some outstanding feature that will put your story across and nothing else. A form letter from a land company arrived the Saturday I spent out there, and I am still hoping to be an orange farmer out in California some day. The boss wasn't quite so enthusiastic about the proposition. A land agent is licensed to make black look like white, and I have always found farmers skeptical about land deals, but this fellow had a hold on him just the same. A previous letter from the same firm had been kept behind the clock for several weeks, and some of these days another letter will sell the goods. None of these letters were even filed in; just plain processing, but they made a fellow

want to raise oranges just the same.

Speaking with the authority of experience, let me advise you to spend your vacation on the farm next summer. Pack all your troubles in your old kit bag, some old clothes besides, and go back to the soil for two weeks. The farmers need you. You have no idea how much they need you. And you are sure to bring back something besides a sunburned face, hardened muscles and pleasant memories. You will learn something first hand about a market that in some ways is still untouched. There are plenty of automobiles in the country, but few farmers have sanitary plumbing and sewage disposal. They have been shown what a comfort an automobile is, but nobody has shown them the comfort of a modern bath room. Some mail order furniture house could make a tremendous success by starting a house organ under the title "The Farmhouse Beautiful," and advertising it. You'll find victrolas on the farm because they have been advertised. It isn't lack of money that makes a farm home interior so plain and unattractive. It's tradition. And while you are at it, also suggest a letter file in which to keep important papers instead of behind the clock.

It would take a book to tell about the markets that are waiting in the country. That isn't the point of my story. I want you to go out there next summer and help the farmer. I'll bet you dollars to doughnuts that you will learn something you can make use of. And it will be so simple that you will feel like one of Goldberg's imps who "never thought of that."

HAVE you ever made use of illustrated letter-heads—single-sheet or four-page, color or black and white, descriptive or suggestive pictures or cartoons—for your form letters? If so, we'd appreciate samples of them with a little note on your experience with this form of direct-mail work.

Thank you.

## Husband the Golden Grain

By Phillip Vyle

*Advertising Manager, Gillis & Geoghegan, New York*

We said "ouch" when we read this article, and wondered if we had ever been guilty of the practices condemned herein. But of course not. This is meant for the other fellow—and you may be he.

*"And those who husbanded the golden grain,  
And those who flung it to the winds like rain."  
—Omar Khayyam*

IS anything simpler than the act of soliciting advertising by mail? Mr. Publisher, feeling fine and dandy after his morning walk on The Avenue, breezes into his office, and, after a few preliminaries, sits down before a pile of his contemporaries, out of which he proceeds to spot the misguided, or ignorant, non-users of his weekly advisor, and then bombards them with the dope.

The heavy w. p. b. which goes to the baler every evening from advertisers' offices the country over, is the criterion by which the wisdom of the aforesaid spotting is to be judged.

Can you follow that line of reasoning which argues that because an advertisement appears in a named publication it is a logical reason why it should appear in another? Yet a great share of direct-mail advertising solicitation is based on this unsound fundamental.

To illuminate the point of contention: Consider a machinery house exploiting a patented and efficient product through a list of trade journals, chiefly architectural in appeal.

The utility of the apparatus is such that its best chance of acceptance is before, or during, the time when owners and architects are preparing plans for new buildings. The precise, or psychological, moment being when the boiler room is under consideration.

It does not reflect adversely on the merits of this mechanism to admit that there are limits to its appropriate installation. It is hardly called for in a building of any type costing less than \$25,000; in a building where the boiler room is at grade; in a building heated

by a central plant, and, for minor technical reasons, in a few other types of buildings.

Although purchased for new buildings, contractors rarely have the say-so as to the purchase or non-purchase of this machinery. If the apparatus, as specified by the architect, is accepted by the owner, the contractor is usually compelled to follow instructions.

In these three paragraphs is summarized the principal factors influencing the marketing of this device, but publishers' letters which present logical reasons for taking space are rare. Rather are they exhibits for not using space.

From a school journal, for instance:

There are 277,148 school buildings in the United States of which more than 200,000 are little-room, country school houses. Three country school houses to one in the city and offering good prospects for you.

When the war-time decline in private construction later gave place to a tremendous advance in government building, the industrial housing projects became of intense interest to the architectural fraternity.

This was reflected in letters from architectural trade journals asking either for increased space, or for contracts, based on the editorial treatment of the angles and phases of government village building—millions of dollars of possible housing business being thrown to the discard if the firm addressed maintained its neutral attitude.

Millions—just like that!

To confine campaign letters to a blanket form of text is flinging them to the winds like rain, as Omar says. The circulation manager attempting to increase his subscription list by similar

methods faces some awful gusts. But the circulation sharp never does. Well—hardly ever.

To sell advertising space by mail is, at the best of times, a task to stagger the stoutest heart. It involves something deeper than a surface indication that a firm advertises. To husband the golden grain requires thorough knowledge of one's own publication, and a complete, sincere, analytical acquaintance with its subscription list. The latter situation is being clarified by reason of the economic conditions purging the lists of camouflage.

To husband the golden grain necessitates some study of the product slated for prospective advertising. If the commodity does not appeal to the readers of the soliciting publication, the publisher has no ethical grounds for his letter.

Given sound reasons for the product being advertised in the requesting periodical, letters should indicate at least some minor understanding of the solicited's market—an individual, not a generalized, presentation.

Developing his campaign, as briefly sketched here, it is possible that Mr. Publisher would, at times, reveal a mutually beneficial field for Mr. Advertiser's product of which both were previously ignorant.

The manufacturer is desirous of more business—don't overlook that. Frequently he is so close to his bench that the significance of the article manufactured is not fully grasped, therefore, in being less abstract and more concrete, is an opportunity to husband the golden grain, and not fling letters to the winds like rain.

## A Plea For the Picture in Direct-Mail Advertising

By John McCartan

Perhaps pictures in direct-mail advertising require no plea to be put up for them. But, from the number of pictureless mail features we have seen, perhaps, again, they do. Anyway, we'll let John convince you.

**I**N DIRECT-MAIL advertising the picture is the point of contact, and while it is hard to decide what is the most important element in direct-mail advertising we do know that at that particular time—when the advertising piece is laid before the recipient—the picture is the all-important thing.

Put your advertising piece on the business man's desk, or wherever you plan to meet the prospect, and then the picture decides whether your arguments are going to receive attention or not. His eyes are unconsciously attracted to the picture. It's a physical law he can't violate, and the sense of sight being more than just "looking," something else takes place. He, or no one else, can see—look at an object—without creating mental action, and therefore the picture you use starts the interview even before your man realizes it. The picture is a kind of psychological jimmy that

opens his mental windows without his consent. If the wrong picture is used the prospect is very apt to immediately close the window, pull down the shade and consign your month's work to the w. p. b. But if the right picture is used he may open up and invite your arguments in to chat awhile.

The picture does this. It may decide the fate of your advertising, and yet the advertiser usually chooses the picture because he happens to like it or because the boss happens to like it, but always because somebody happens to like it.

The science of advertising pictures seems to have been entirely neglected. Pictures can be analyzed and classified just the same as any other element of advertising. The right picture can be determined. There is a reason why certain people like certain pictures, why certain classes of people like certain kinds of pictures. If you

understand the class you wish to reach it is possible to determine the right picture to use to make the best appeal to that particular class. Maybe the boss will not like it. Maybe no one in the office will like it. Maybe the artist will not like it. But you are spending money to get results, not to please the office force or satisfy an artist's taste.

If to open the prospect's mind were the only function of the picture, it would deserve more consideration, but it does more—it is probably the most important factor in the process of creating a prejudice in favor of your goods.

The purpose of advertising is to change somebody's opinion, or rather to manufacture new opinions. The theory that most people have regarding opinions is all wrong. Opinions are not the result of deliberate thinking; men are not convinced by argument. Opinions are accepted, swallowed, absorbed, soaked in, but never, as we have been taught to believe, the result of weighing the evidence. The argument and deliberate thinking is done afterwards and used to substantiate the opinion which was swallowed.

How, then, are minds made to accept opinions? By suggestions, by positive statements, by pictures. It's an emotional process and not mental. It would be impossible to convince a man that a brick was square if he thought it was round like a cobblestone and other fellows were offering arguments to "prove" it was round. We might, if we had the ability, make him agree with us but could never convince him until we showed him the actual brick or a picture of it. I'd classify that process as suggestive.

An orator excites the emotions of his listeners and then makes positive statements to get his message across. They accept what he says. They do not deliberately weigh the different questions and slowly come to a decision. They are either "for" or "against."

While opinions may be mental, they are accepted emotionally. Take history, for example. Historians never tell us what was actually happening at a certain period, the clash of ideas or interests, the arguments "for" and "against," the conditions that brought about opposition or acceptance of certain ideas. They couldn't. You'd have to live at that period to know, and then you would only know a part of it. They tell us of certain events that happened and make positive statements regarding them and we accept what they say. We get the impression that civilization moved harmoniously along a certain line when, as a matter of fact, there was just as much wrangling and difference of opinion in the past as now. Take geography—it's purely suggestive. Why, to me, Minnesota looks like a woman's corset and Louisiana like an old fashioned boot. To some people the states even have colors—pictures did it.

The idea of all this talk, of course, is to show that advertising is purely suggestive, and "educational" copy is good only to the extent that it is suggestive and makes positive statements. Statements must be reasonable and logical, of course. In the process of making a prospect accept what you want him to about your goods the picture is the best weapon to use. First, it gets his attention. It opens his eyes and then penetrates to his brain before he can close his eyes. It brings emotions to the surface and makes him susceptible to your statements. It will induce him to read the text. The picture if used right and persistently will make him accept your opinion, or, as they say, "convince him" without any text.

That is what a picture will do, and yet some advertisers—even agency men—will pass the drawing with the comment, "Oh, that's good enough," and nearly all will judge an advertising picture by whether they like it or not.

## Sold and Unsold By Words

By W. H. Clarke

Here is an object lesson from Australia for those whose real way to sell is to sell by mail. As Mr. Clarke says, "There's a moral in this story for every American company that appoints agents in Australia."

**D**ID you ever answer an advertisement and release a flood of literature that not only drowned your desire to buy, but made you glad you still had your money?

I have.

It was a course in English. My favorite authors endorsed the course, and I was certainly keen on the proposition.

A follow-up by mail is the only way such a course can be sold at a profit, for if those interested had to be sold by direct advertisements the charges for the course would have to be raised to a point where only the wealthy would be able to afford to become masters of English.

I lost no time in telling the advertisers how desirous I was of improving my knowledge of our language, and then looked forward to a chain of letters that would be full of pep; that would be so forceful, so compelling, that I would be the first into the postoffice for a money order before the class was filled. But when the first letter arrived I felt that I was being trifled with, and I never gave the money order another thought.

There's a moral in this story for every American company that appoints agents in Australia. The art of letter writing as it is known in the United States has far too few followers over here, so that the field is not only a broad one, but one that will well repay those who attempt to cultivate it along the right lines.

The first letter, sent at circular rates, was a clumsy attempt to make me think I was getting a personal letter. It was certainly addressed to me, but if I had never used a typewriter in my life I could have seen that only the address was typed.

In some parts the letter looked like a stencil production—where the ink has scarcely penetrated the stencil. In other spots the type looked as though it had been made of rubber and the youth in charge of the work had used a little to much energy. You know what a rubber stamp looks like when it is pressed too hard.

The first letter had three sheets, single spaced—two of them marked page 2, and one of them turned back to front. Did I read it? Well, not all of it. The first sentence read: "Your enquiry is received. . ."

Enquiry is old-fashioned, and any firm that tries to sell me a course in English that is guaranteed to help me to spell, among other things, and says *enquiry*, rouses my suspicions.

That first letter by its slovenliness alone unsold me so much that when the second letter arrived a few weeks later I was fully prepared to criticize. The first letter had engendered the feeling that if I enrolled I would be reversing positions and putting myself in the class when I should be in charge. Egotism? Perhaps, but you should have seen that letter.

This letter was dated two weeks later and called on me for an explanation for delaying, at the same time pointing out that the writers "absolutely guaranteed" that my enrollment would be one of the most satisfactory transactions I had ever had.

This guarantee was in the first paragraph and antagonized me at once, as I felt no one could conscientiously make such a sweeping guarantee. The letter was just as carelessly printed as the first and harped on the necessity of enrolling at once so that I would get the benefit of the low price.

The third letter was dated July 4th and told me that if I enrolled within thirty days I would get another world-famous course in book form for the same low sum that I was offered the English course in the first and second letters, with this difference: In the first letter I was adjured to accept within twenty-one days if I wanted the low-priced offer. Five weeks later I was told that I could have thirty days in which to enroll and would have another valuable course thrown in as well!

On August 3rd another three-page counterpart was received, but what I read failed to move me, notwithstanding the last call to my pocket being repeated with a word picture of my sorrow when I had to pay more later on.

The fifth letter was dated November 14th and the cheap offer was still on—six months after the first letter that told me to hurry up, as I had only three weeks to join a class that was going to turn out masters of English.

It was not only the palpable falseness of the offer that unsold me. I am just as enthusiastic as ever about forceful English, because I know through experience that the mail order way is as good in Australia as it is elsewhere, but I want the vendor to show me that he has the goods.

He cannot do it with slovenly letters—slovenly not only in appearance, but in the diction that gave me an “absolute guarantee” that my enrollment would be among the most satisfactory transactions I had ever experienced.

A few examples: “It will enable you to write tactful, forceful . . . treatises . . .” “Your language indicates your fitfnss.” “The man who write with a distinctive style.” Just typographical errors, of course, but when a letter is processed it is usually given extra care in order to prevent errors being perpetuated.

The course will teach you to punctuate; and extracts have quotation marks at the beginning of each line!

The course will teach you to spell; and a circular says: “Tomorrow loses the opportunity of now.” Loose for lose generally indicates a need for a course in spelling.

The course will guard you against common blunders in speech and writing; and the order form that contains the sacred dotted line says: “I hereby enclose.”

But the figures of rhetoric are fine. Of the successful man we read: “He looks over the tops of the months and sees the possibilities. He grasps with enthusiasm the chance and gets things moving.”

My subscription went in for a course of THE MAILBAG immediately after seeing a copy, and there was nobody to tell me to hurry up as the price might be raised on me.

ONE of the large office specialty concerns recently worked a unique stunt.

They offered a series of direct-mail features—mailing folders—as a prize in a sales contest.

The folders were to be sent out to the winner's prospect list, with the salesman's name inserted in several places.

To illustrate: Instead of saying “Our representative will call and see you,” the text said “Our Mr. Sam Jones will call and see you.”

This personalizing of a direct-mail campaign made a hit with the sales force; the contest was a big success, and the resultant campaign worked out very profitably, both for the winner and the company.

Here is a new use for direct-mail advertising, and a very good use. Using advertising as a contest incentive and then adapting it to an individual sales incentive appeals to us as a plan well worth emulating.

# The MAILBAG

*A Journal of Direct-Mail*  
(10¢ a copy) Advertising (\$1.00 a year)

Mailbag Publishing Co., Publishers

Office: 1800 East Fortieth St., Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. S. M. Goldberg, Eastern Manager, 803 Fifth Avenue, New York. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

January, 1919  
Vol. 2 No. 10

**A**DVERTISING helped win the war. That's a story we all know by this time, for we are familiar with what it accomplished in Liberty Loan, War Savings, Red Cross and the hundred and one other drives and campaigns that were put on in every community in the land.

In fact the war gave advertising its great opportunity to demonstrate its tremendous power to mold public opinion, to educate, to sell. It is safe to say that its accomplishments opened the eyes of thousands who had heretofore only a vague comprehension of what it is and how it serves.

What is true of all advertising, is particularly true of direct-mail advertising. While not so spectacular as some other mediums, this form of advertising was universally employed and consequently its effects were observed by many who had never given attention to its possibilities.

Moreover, this was the only medium of advertising that enjoyed a Government subsidy. Millions of pieces of direct-mail literature were franked through the mails. To some of the old

stagers in the field the experience was a novelty, for planning direct-mail work without considering the item of postage was all of that.

Which brings us to this thought: That direct-mail advertising enjoys the peculiar distinction of being practically a Government enterprise. This is true of no other medium.

And such Government control and interest gives direct-mail work a stability and assurance that is not obtainable, in a broad sense, in any other advertising effort.

WHAT is probably the greatest direct-mail campaign that has ever been put on is the letter campaign that is keeping up the morale of the boys still in the service, in camps and cantonments, here and over-seas. It is a campaign participated in by hundreds of thousands. It is a campaign that is unique in mail work. It is a campaign which has the most far-reaching effects.

And it is the greatest vindication of the principles of direct-mail advertising: The direct, single, personal appeal.

No other medium of written or printed communication could take the place of this letter work.

If this is true, then, and direct-mail is the solution of this great war problem, why isn't it just as true in peace times and in the case of advertising and selling problems?

The answer is obvious—it is! And it is, because human beings are the same, whether in camp or in business, whether at war or at peace, and the individual appeal is always the individual appeal.

It has been suggested by several of our readers that we have various departments in this magazine. Say, on Letters, House Organs, Systems, and the like. Each to be conducted by some one familiar with the subjects discussed.

We're not "sold" on the idea, but if we're overlooking a bet we'll be glad to get a re-action from readers who are interested in the suggestion.

We'll give you what you want—provided, we're sure that enough of you want it to make it a real want and not merely a stray suggestion.

So we feel, too, regarding another suggestion that was made recently. This was that we follow the practice of many publications in the advertising field and elsewhere and run our reading matter into the advertising section.

We do not feel that this is necessary in a publication the size of THE MAILBAG, but if you have a hankering to see such a split take place, and really prefer your text and your advertising together, we'll promise to weigh well whatever arguments you put forth.

It should be borne in mind, however, that the make-up of this magazine is unlike that of any other publication we know of, in that no advertising is accepted unless it is related to direct-mail advertising (or, in other words, the same general subject as our text matter) and, as a consequence, but one theme is carried through the entire magazine.

With the growth we have enjoyed, THE MAILBAG is today the marketplace for those who seek direct-mail appliances, accessories, materials, products or service, and so our advertising section has ceased to be an advertising section, in a sense, and has become a buyers' directory for those who are looking for the latest and best things in the field. Hence we feel that our advertising holds an entirely different relationship to our text, and in our make-up, than does the advertising in other journals. That this is no far-fetched notion, moreover, is borne out by the many letters we receive from MAILBAG subscribers, with statements to this effect: "I particularly enjoy reading the advertisements in THE MAILBAG, for they are suggestive and informative, just as is your reading matter."

Advertisers, too, have come to realize that this is the case, or we would not be carrying the volume of advertising we do—and the advertising of the most representative concerns in the field. And it is further significant that practically every advertisement in this magazine is prepared especially for it, with an appreciation of the character of the audience it goes to and the things that audience is interested in.

THERE has always been a great deal of the family spirit among MAILBAG readers. They have never hesitated to let us know what they liked, and when our foot slipped. And we particularly appreciate this, for it is just this spirit of co-operation and friendly interest in a publishing enterprise that makes it a success.

For this reason—because of this unusual personal interest—we have always chatted with you here rather informally regarding our plans and our hopes. And so we tell you now of our success, because we believe you have indicated you are interested in that success, almost in the same measure we are.

Although not yet two years old, THE MAILBAG has turned the corner as a publishing venture and is now on the road to prosperity—and profit. Trade paper publishers tell us this is an unusual achievement; that it generally takes years of the hardest kind of work and scads of money to put a magazine across. But we seem to have busted the combination—if there is one—and we're just a little proud of it.

We tell you this because we know you'll be proud too—proud and glad—for THE MAILBAG is your magazine and, after all, it has been you—individually and collectively—who made the record possible.

So at last it seems destined there shall be a real, established journal of direct-mail advertising and that this great medium of advertising shall have a mouthpiece for its important messages. We sincerely thank you.



# On the Fine Art of Getting Attention

Now and then an advertisement appears which is so different, so pleasing, so attractive, that we devour every word. A recent example was the twelve-page story of the White Company of Cleveland, under the caption of "Quickening the Wheels of Industry." This advertisement possessed all the force of the best business literature, and there wasn't a dull or uninteresting line in the whole twelve pages.

Recognizing the power of human appeal, the writer opened his story with a practical application, and then deftly led the reader through a recital of the unusual advantages of the White Truck. If advertising men would spend the time they now waste trying to construct type contortions, and would give more attention to the simplicity of the printed page, they would learn much about the fundamentals of the fine art of gaining attention. —From an editorial article in *Current Opinion*.

The story - advertisement entitled "Quickening the Wheels of Industry" was written by Felix Orman, published in a National periodical and later extensively circulated in reprint form as follow-up literature through salesmen, dealers, by mail and at motor shows.

## Making Advertising Picturesque and Persuasive

Val Fisher, now in this country with the British Information Bureau, wrote in *The Advertising World*, of which he is Managing Director, as follows (Oct., 1915):

"We are glad to have read a collection of specimens of special industrial editorials, story-advertisements, and general industrial promotion matter written by Mr. Felix Orman, of New York. As a writer of story-advertisements, in particular, Mr. Orman can have few rivals. The most notable thing about his work is not, perhaps, that he can contrive so successfully to inject a strong interest, a real reading interest

into advertising matter, but that he can vary his treatment so happily to suit the many different propositions with which he has to deal. The writer of story-advertisements is very apt to become stereotyped in his methods, and so to make the interest of his work a steadily and rapidly diminishing quality. Not so Mr. Orman. None of his stories reminds the reader of any other. Each is fresh and individual.

"Among the story-advertisements before us are examples dealing with life insurance, a fire extinguisher, pleasure and commercial motor cars, a railway company, a newspaper, and one on Mr. Orman's own pet subject, 'The Growth of the Story Form in Advertising.' This indicates the wide range of his work. He presents the advertiser's case in the most persuasive and convincing manner in each instance, mainly because he has obviously been studiously careful thoroughly to master it. He is by no means content merely to recommend the advertiser's goods or proposals, but sets himself to show what is their real place in the general scheme of things. He studies the whole commercial and social sphere to which they belong and explains exactly how they fit the requirements of any given situation. His special pleading is powerful to influence opinion because at all points it is supported and reinforced by solid facts. When it will serve his turn Mr. Orman knows how to be picturesque; but he is not a 'hot air' writer, and he is not out to bluff the public, only to place sound propositions before them in the most arresting and appealing manner.

"The promotion literature sent out is largely devoted to the cultivation of the national idea. Its aim is to further a 'movement that will familiarize American consumers with American-made goods' and induce them to give a substantial preference to the products of their own country. . . ."

*A vital need of the times is that the real character of American business shall be interpreted to the public. Build prestige, create confidence; establish your business in the public mind as an institution of public value.*

**FELIX ORMAN**  
INSTITUTIONAL  
ADVERTISING



Story-advertisements; advertising summaries; campaign backgrounds; booklets, house organs, special appeals, follow-up plans; industrial research and promotion. Co-operating with advertising agents, commercial concerns and publications.

ASTOR TRUST BUILDING  
FIFTH AVENUE AT  
FORTY-SECOND ST  
NEW YORK CITY

Please mention *THE MAILBAG* when answering advertisements. Thank you.

## A Pennsylvania Manufacturer

A COMPANY in Pennsylvania manufacturing a scientific machine, commissioned us to formulate a plan for introducing their product to a widely scattered trade.

Our investigation disclosed that this trade could only be reached economically by mail, yet could only be sold by personal solicitation.

A series of six, inexpensive, but attractively illustrated mailing folders were designed and written to secure interested replies.

Sufficient orders were closed by salesmen from the mailing folder inquiries to take the entire output of these machines for months to come.

Perhaps you have a similar problem to solve? Put the facts and your desires up to us and let us work out a plan.

*Direct Mail Advertising Department*



**FRANKLIN PRINTING COMPANY**

Founded by Benjamin Franklin in 1728

FELL BUILDING, 514-520 LUDLOW STREET  
PHILADELPHIA



*Please mention THE MAILBAG when answering advertisements. Thankyou.*

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# *The* MAILBAG

*A Journal of  
Direct Mail  
Advertising*



FEBRUARY & 1919  
VOL. II NO. XI



# Foldwell

## for Display Sales Letters

Few men can write sales letters which enable the prospect to visualize the merchandise or service that is offered. Vivid descriptions and detailed specifications are never as impressive as pictures.

Circulars, folders and envelope enclosures are excellent as units in a mail campaign—but not as “assists” to sales letters. There is too much risk of the two being separated.

The **Four Page Letter** enables you to write your sales message on page one—and to visualize on pages two and three. Your appeal can be thus presented pictorially with as much spread as in a broadside folder. Foldwell Coated Writing is specially adapted to Display Sales Letters—is produced for practically this purpose.

**Write Today**

*Let us send you our Foldwell Coated Writing portfolio—“Opening Up New Possibilities.” A card will bring it.*

**CHICAGO PAPER CO.**

818 SOUTH WELLS STREET,

CHICAGO, ILLINOIS

*Please mention THE MAILBAG when answering advertisements. Thank you.*

# The MAILBAG

*A Journal of Direct-Mail Advertising*

Edited by Tim Thrift

(10c a  
copy)

(\$1.00 a  
year)

Vol. 2

February, 1919

No. 11

## Cashing In On the Public Records

By C. B. McCuaig

Have you been wondering where you could get a good, reliable, up-to-date mailing list? If so, peruse this article carefully, for here you'll find some practical suggestions that will solve that little problem quite neatly.

SOMEWHERE in your town there is a little man busily at work making entries on filing cards, tabulating figures, gathering statistics, comparing his findings with other statistics, arranging, cross filing—that is his job all day long. Give him his little pack of cards and he can tell you exactly how many youngsters have been born in the last month or the last year, whether they are boys or girls, white or black, what their names are, what their daddies' names are, their nationality and religion. He can tell you the name and address of every prospective bride at least a day or two before the big event, he can tell you about everyone who has died and why, everyone who has become bankrupt in business or is "going broke" as shown by unsatisfied judgments. He knows the number of your automobile. He can tell you whether or not you have ever had the mumps, infantile paralysis, black diphtheria or been "pinched" for speeding. He knows more about that house you are building than you do, the length and thickness of each girder, the manner of fireproofing, whether or not the plumbing is likely to freeze up. He can tell you how old you are and where you vote. He knows whether you own property and if so what, who your business associates are and all about them, whether you pay your water rates on time, and whether or not you are addicted to the use of narcotics. In short he is a pretty well posted chap, is this public recorder or

whatever they choose to call him in your town.

It is strange that in his never-failing search for selling ideas the manufacturer has to a large extent been overlooking the little man with the filing cards. There are exceptions, of course; sales managers who are making use of the opportunity these public records offer as mailing lists, but they are few and far between. One noteworthy exception which comes into my mind is the manufacturer of an infant's food, and I can tell you how his efforts succeeded in at least one case, for they were directed upon some of my friends.

The baby was born on a Tuesday and officially registered at once. On the following Monday came a letter addressed to the baby himself, name in full, and a sample bottle of the food. The letter simply suggested that Baby should try it and told why it was good. A booklet was enclosed. Did the mother notice that the letter and package were addressed to her son? She did, and was pleased. Did she throw away the sample? She did not. She put it on the shelf, for it happened this particular baby had brought his own commissariat department along. But at last came a day when it was necessary to put Sonny on a bottle. The mother thought of the sample. She knew the food through advertising, knew it was one of the best. She tried the sample, Baby liked it, and they are using it still—all because

the manufacturer had recognized the value of the records in that office where Baby was registered and made good use of them.

The retailer—that dealer whom you wise men of advertising have been inclined to patronize—has been less slow to grasp the possibilities of cashing in on the public records than the manufacturer. Let me cite a case or two, for what the retailer has done the manufacturer can do.

The draft was pretty hard on the ready-to-wear clothing business, for a good share of the men who wear ready-to-wear clothing are of draft age. Registration day came just when the summer buying season was getting under way. It threw some ten million young men completely up in the air. They went about asking: "Who's going to buy my summer suit? Uncle Sam or me?" The result was that they held off from buying while the retailers fumed and fretted about what was to become of their summer stocks.

This retailer had a bright idea. He got the names of drafted men in the section of the city from which most of his trade came, and sent each man a circular offering to sell summer suits on the understanding that if they were called into service before September 1st, they could get half their money back and keep the suit. Hundreds took advantage of the offer, and as they were not called to the colors until after the date set it cost the merchant nothing but his time and postage.

There is another retailer, a druggist, who is making good use of the public records and direct-mail advertising. He has an arrangement whereby he is supplied with information concerning every birth in his district, including the full name of the arrival. As a result within a few days of reaching this hard, cold world, Baby gets a letter typewritten on note paper carrying a pretty, highly colored child picture, the copy running something like this:

Miss Alice Louise Smith,  
Blanktown.

My dear Alice:

As I have never had the pleasure of meeting you personally, I hope you will pardon my presumption in writing to welcome you to Blanktown, and to send you this little present, which I hope may be of use to you sometime when you are hungry.

If you find there is anything else you would like just signify in the usual manner, and your mother will find it at Blank's drug store.

Very truly yours,  
John J. Blank.

Enclosed was a nursing bottle nipple.

Brides are the natural prey of retailers who believe in cashing in on the public records. They get the names and addresses from the marriage licenses, but manufacturers seem to be overlooking the possibilities of this field completely, although it seems to present a ready market for everything from pianos to kid curlers, and it would not seem difficult for manufacturers to keep supplied with the names of prospective brides in every city of the country, through their dealers, who could easily get them from the public records. True, it would take a little trouble, but any good salesman would go farther than the city hall to get the name of a single good prospect, and there he can get dozens.

Many manufacturers of building materials and fixtures are cashing in on the public records. The information which must be filed before a building permit is issued gives them just the data they want, name of owner, architect and all the facts about the building. In the city I have most in mind this information is used to such an extent that the Bureau of Building posts the important facts of each permit on a bulletin board. How available such information is in other cities, I do not know, probably it depends largely on the disposition of the men in charge, but it is my understanding that all of the records I have mentioned and many more, valuable to men in the selling game, are public records, and any taxpayer has a legal right to examine them at any reasonable time.

## Selling a Glutted Market

By C. A. Bonniwell

*Advertising Director, Wm. J. Moxley, Inc., Chicago*

This is the second installment of Mr. Bonniwell's article giving the advertising, selling and merchandising plan used to introduce a new food product. The first installment appeared in our January issue.

SO as to secure the dealer's hearty co-operation and a willingness to stock the product, it was apparent that some new angle of approach would have to be utilized. At the time the goods were ready, most of the nut margarines on the market were sold at a cut price, with the result that the dealer's margin was, if anything, below the safety point. Another equally important feature was the necessity of having a sufficient number of consumers ask for the product to drive home to the dealer that his store was being made the focal point of the general advertising. From the standpoint of the consumer there had to be some excellent reason as to why she should try this new product, with the market already flooded with similar ones.

Both of these were successfully handled by the coupon. From the standpoint of the dealer, the coupon was tangible evidence of the amount of business that he would do, since each coupon was redeemed for him at ten cents, each giving him a margin of profit far in excess of what he could possibly hope for in any similar line. It not only at one stroke enabled him to make a splendid margin of profit, but to co-operate with the Food Administration in the conservation of animal fats and do his customers a real worth-while service in enabling them to secure Al-Co-Nut Butter. Then the coupon automatically established a consumer price for him so that he made a satisfactory margin of profit after the initial efforts of the campaign had passed.

Special emphasis was laid on the fact that the dealers have absolutely fresh goods and that it was preferable

for him to order three or four times a week rather than to attempt to take care of his weekly requirements with a single order. While this added considerably to the delivery expense, it was but another one of the points of service that was rendered both the consumer and dealer.

The dealer-consumer coupon used in several of the ads gave an additional point of contact with the dealer. The housewife filled in the coupon and mailed it in. The coupons were then sorted out into their respective districts and given the salesmen covering them. In this way additional pressure was brought to bear on the obstreperous dealer and many were sold as a result.

The housewife was keenly interested, for it gave her something for nothing. It appealed to her instinct to buy at less than wholesale price. She appreciated from this she was getting the goods at a real saving. In addition she was unconsciously impressed by the fact that here was a Churner of Nut Butter with sufficient confidence in his product to have her try it partly at his expense. This created a quality atmosphere in the mind of the housewife so that she tried the goods under the most favorable conditions.

Knowing that a great many housewives would lose their coupon or neglect to clip it, it was suggested to the dealer that he have some extra ones on hand. A great many enterprising dealers followed this suggestion so that when their customers came in and stated they had forgotten to get the coupon, the accommodating dealer would furnish them with one of his own, she writing her name and address thereon, as provided. This not only

placed him in a favorable light, but gave him a good profit on the transaction as well, and enabled the housewife to try Al-Co-Nut Butter.

So as to make each dealer's store a focal point for the general publicity, it was suggested that the dealer arrange to have the advertising matter appear in his store window during the period of the campaign. In addition to this, a case of the goods was placed on the counter where it could be readily seen and the proprietor, as well as every clerk in the store, was familiarized with not only the product but the advertising.

In anticipation of a heavy volume of telephone business, a special corps of operators was installed. Hundreds of dealers phoned during the campaign and thousands of housewives did likewise. When a housewife telephoned, the map, which was kept pegged up to the minute, enabled the Sales Department to give her the names of two or three dealers within a block or two from where she was telephoning and at the same time secured her name and address as well as that of her regular dealer. This placed the Sales Department in a position to go after the dealer later with some tangible evidence that his customers were going to other stores to buy Al-Co-Nut Butter and other supplies as well.

Where certain districts did not respond to the solicitation of the salesmen or the advertising, housewives in the neighborhood of the different stores were telephoned. Particular emphasis was put on the fact that she could secure a pound of the goods partly at the expense of the Company—that is, save ten cents. This method was extremely successful in bringing to life many dealers who afterwards admitted that they had had a number of calls for the goods but did not want to stock it.

In many blocks of territory the consumers and dealers were worked on a basis of telephone exchanges. As an

illustration, Hyde Park, Blackstone and Midway exchanges all cover a certain restricted district. The working of these exchanges necessarily covered all the dealers within that particular zone and within a comparatively short time of each other. This, supplemented to the telephoning to the housewives with similar exchanges, proved astonishingly effective.

In addition to the letters sent out by the Sales Manager (see below), following that of the President of the Company, under dates of December 15th and December 20th, splendid co-operation was extended by the newspapers in which the copy appeared.

Mr. Progressive Dealer:

Re: Conservation of Food.

The success of Al-Co-Nut Butter has been instantaneous. So enormous has been the flood of telephone calls and orders that it required five operators to handle it.

The buying public appreciates the sweet-as-a-nut appeal of Al-Co-Nut Butter. And they are anxious to assist the Food Administration in the conservation of animal fats. Tens of thousands of coupons have been redeemed, and thousands more will be, since they are good up to December 22.

This new, tasty table delicacy is comprised of the concentrated food elements of the cocoanut and peanut—churned with rich pasteurized milk and cream, with salt added. Al-Co is packed in a distinctive carton that appeals to the feminine eye and to see is to buy. Your margin of profit is far greater than on anything staple you are selling.

If you haven't placed your order for Al-Co-Nut Butter with the regular Moxley salesman, mail it to us now and we will see that he gets credit for it. Just check on the post-card the size case you want, sign and mail, so that you can take care of the demand our advertising is creating to your own profit.

Yours for more business,

Mr. Progressive Dealer:

Re: Conservation of Food.

You make a worth-while profit—gain a satisfied customer and assist the Food Administration in the conservation of animal fats when you sell Al-Co-Nut Butter.

You, like other dealers, have had numerous calls for Al-Co-Nut Butter—the new table delicacy—that took Chicago by storm. Thousands of progressive dealers who stocked it at the commencement of our campaign have reaped the benefit of their foresight. Hundreds of them have placed three and four repeat orders within the past ten days, so enormous has been the demand.



## Ready Today:

A new product to take the place of butter and costing less. Clip the coupon below and get it partly at our expense. The product is called

**ALCO NUT MARGARINE**

It is made from the concentrated elements of the cocoanut and with rich pasteurized milk. These with salt are its ingredients. It is high in food value and is delicious on bread, hot cakes, vegetables, butter is used.

In a few minutes now, you or your dealer or he will be calling the first package of ALCO NUT MARGARINE and save 10 cents by filling in this coupon. You will like it—Everybody does—butter bills almost in half.

A thousand tests were made with every walk of life—and the thousand exception—repeated their orders.

Here is the coupon. It is good for you and an offer like this is certainly unique. Your dealer doesn't need to tell you that he has ALCO NUT MARGARINE, or that he has something else just like it for you immediately by merely picking up this coupon. You can tell him that you don't know the number, you can tell him that you don't need for his not wanting to give it to you.

Distributor—Geo. R. Eldridge Co., Detroit



ALCO is a purely vegetable product.  
It is named Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

## Ready Tomorrow:

Every housewife please read:

A wonderful new product has been produced which will take the place of butter and almost cut your butter bills in half.

It is high in food value and the taste is delicious on bread, hot cakes, vegetables, or wherever butter is used.

It is made from the concentrated food elements of the cocoanut and peanut, churned with rich pasteurized milk and cream with salt added. It is called

**ALCO NUT MARGARINE**

At the bottom of this page you are asked to try ALCO NUT MARGARINE partly at our expense. It will be ready at nearly every dealers' tomorrow morning.

Everybody knows the food value of the cocoanut and peanut. What we have succeeded in doing is combining them with rich pasteurized milk and cream churning a product that will take the place of butter in every respect.

And the price is almost half.

Here is the coupon good for 10c on your first order. Fill it in, give it to your dealer and he will call you your first package of ALCO NUT MARGARINE for 25c. When you have tried it once you will use it always and down will come your butter bills with a bang!

Distributor—Geo. R. Eldridge Co.—Detroit  
Telephone Grand 9332



ALCO is a purely vegetable product.  
It is named Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

## COUPON

This coupon when properly filled in with your name and address is Good for 10 Cents

on the delivery of a first package of ALCO NUT MARGARINE. This is a purely vegetable product and is named Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

Name \_\_\_\_\_

Address \_\_\_\_\_

ALCO is a purely vegetable product.  
It is named Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Geo. R. Eldridge Co.,  
Detroit 2432, if your dealer can't  
supply this.

Perhaps you are one of the few progressive dealers our salesmen have not had an opportunity of calling on. So as to enable you to take up the trial coupons your customers are holding, we are extending the redemption period of these coupons to December 29, 1917. Here is a real opportunity for you to make a liberal margin of profit, furnishing your customers with this superior spread-for-bread.

Please don't wait for the regular Moxley salesman to call. Either phone us or mail your order now. This will enable you to make a nice margin of profit on every pound you sell, as well as create permanent customers out of possible transient ones, and prevent your trade from going elsewhere for Al-Co-Nut Butter.

Just mark on the enclosed post-card the size case you want, so you can take care of the demand our extensive advertising is creating to your own profit.

Yours profitably,

P. S.—All telephone orders received prior to 9:30 A. M. will be delivered the same day. Don't wait to write—phone us now.

Under date of December 7th, the *Daily News* circularized the cream list of dealers of Chicago. This not only supplemented the efforts of the salesmen, but was tangible evidence that the advertising campaign was a fact.

A letter from the *News* was followed by one from the *Chicago Examiner*. This substantiated the other insofar as advertising was concerned, and drove home to the dealer that his own interests would be best served by stocking the goods. That these letters were potent factors in crystallizing the hesitancy of many dealers into action is certain.

The *Chicago American* sent a broadside to every dealer within the territory, this broadside going forward under date of December 13th. These broadsides reached the dealers on the morning of the 14th at the time the coupons appeared. A liberal over-run was furnished the salesmen, who placed them on the dealer's window, thus making his store the focal point of the advertising. Order postal cards, similar to those which appeared in the letters, went forward with this broadside and brought in quite a number of orders independent of the efforts of the men.

Since curiosity is one of the greatest weaknesses of the human nature,

"teaser" copy was utilized for the first two ads. These consisted of 450 lines each and appeared in the *American* and *News* of December 11th, and the *Tribune* and *Examiner* of December 12th.

Unlike most advertising campaigns, the copy was not prepared in advance. Of course, the field investigation and the analysis of copy appearing were the sign posts of what not to say or do. The position taken was not to advertise unless there was something worth while to tell. With this thought firmly established, only four pieces of copy were prepared, with any additional copy to depend upon the development of the campaign.

In arranging the schedule, consideration was given the fact that ordinarily a food product of this character should have been marketed in August or September. In addition to being placed on the market in December, any advertising campaign would approach perilously close to the holiday season, naturally the prospects of a new product getting preferred attention during that season was rather remote.

With these facts in mind, the total number of advertisements run were limited to eight in number. The first appeared on December 11th and the last, Friday, December 21st. It was also planned to have a break or coupon advertisement appear in the Thursday night and Friday morning papers, since Friday and Saturday are the big buying days for the housewife. This gave ample time to prepare for the "break" and complete the deliveries. That the analysis was correct is best evidenced by the astonishing number of orders received, both new and repeat, from the dealers over the telephone the days following the appearance of the ads.

The size of the space and typographical display were carefully studied out. No effort was spared to make it unusually distinctive and yet of a character that even where the house-

**Thousands of Women  
are complaining that they cannot  
get this new product**

## ALCO NUT MARGARINE

**Which takes the place of butter and cuts  
your butter bills almost in half.**

All day long our telephone are ringing and literally thousands of women are asking where it can be had.

Please be patient. It is impossible to supply the dealers of a great city like Detroit over night but if you will phone Grand 6032 and give us the name of your dealer we will order to get him in stock ALCO NUT MARGARINE or give you the name of the nearest dealer who has it.

ALCO NUT MARGARINE, as you know is made from the concentrated

food elements of the coconut and peanut, flavored with rich pasteurized milk and cream. These milk solids are its only ingredients.

It has the same flavor as butter, it is higher in food value than butter and the taste is as delicious as bread or potatoes or whatever butter is used.

We are now supplying tens of thousands of households. The success has been amazing. It cuts your butter bills almost in half. It is the first great step in the food line that the public has had for many a day.

Distributor—Geo. R. Eldridge Co.,—Detroit  
Telephone Grand 6032



ALCO is a purely vegetable product. It is refined Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

## Dear Madam:

On Friday, a new product will be introduced to the housewives of Detroit to take the place of butter.

It will cut your butter bills almost in half.

The ingredients are those you know well—the concentrated food elements of the coconut and peanut with rich pasteurized milk, cream and salt.

This wonderful discovery is pure and nutritious. It is rich in food value, and tastes delicious on bread, hot cakes, potatoes, or wherever butter is used.

Ready at all dealers this Friday. The name is

## ALCO NUT MARGARINE

You will be asked to try it partly at our expense. Please watch for the big announcements in Thursday night's and Friday morning's papers.

Distributor—Geo. R. Eldridge Co.,—Detroit  
Telephone Grand 6032

## To Every Housewife:

On Friday morning a new product will be introduced to the homes of Detroit.

It will take the place of butter and almost cut your butter bills in half.

This product is made entirely of the concentrated food elements of the coconut and peanut with rich pasteurized milk, cream and salt. It will be called

## ALCO NUT MARGARINE

Please remember, carefully, the name and look for the big announcement in Thursday night's and Friday morning's papers. Because in that announcement you will be asked to try, partly at our expense, ALCO NUT MARGARINE.

You will need only the one inducement. After that, the delicious creamy taste will insure continued use.

Distributor—Geo. R. Eldridge Co.,—Detroit  
Telephone Grand 6032

**Warning!** There is nothing that can possibly be just as good as

## ALCO NUT MARGARINE

The wonderful new product which takes the place of butter and cuts your butter bills almost in half.

Yesterday we received hundreds of telephone messages from women who complained that dealers were trying to sell them everything except ALCO NUT MARGARINE. If your dealer tells you that he hasn't it, or that it is impossible to get it, have him call Grand 6032 and we will see that he gets ALCO NUT MARGARINE the same day. Or, if you prefer, you can telephone Grand 6032 and we will give you the name of the nearest dealer who has ALCO NUT MARGARINE.

Distributor—Geo. R. Eldridge Co.,—Detroit  
Telephone Grand 6032



ALCO is a purely vegetable product. It is refined Oleomargarine to comply with government regulations and guaranteed free from all animal fats.

wife did not read the ad she was favorably impressed by its appearance.

A method of approach to the housewife, as well as the dealer, was deemed essential, to make it stand out from the multiplicity of other advertisements crowding the papers.

The "Ready Tomorrow" ad, five columns wide and full length of the page, with outside position, appeared December 13th in the *American* and *News*. This ad was virtually an announcement that the goods would be ready for delivery the following day and contained an illustration of the carton and coupon which was good for ten cents. The next ad was of similar size and appeared in the *Examiner* and *Tribune*, December 14th, the heading featuring the fact that the product was ready for delivery. This, like its predecessor, contained the coupon.

How effective this coupon idea worked out was made apparent later by the distance to which many housewives went to secure the goods and telephone requests for the name of the nearest dealer. In addition to this, it made it practically impossible for the dealer, no matter how well meaning, to offer what was, in his opinion, something "just as good." It must be said, in fairness to the average dealer, that his hearty co-operation was the big factor in the astonishing success attained.

Another advertisement, featuring "A Wonderful Success," secured a phenomenal demand for Al-Co-Nut Butter. This ad was five columns wide, full length of the paper, and featured "a new kind of coupon." This copy appeared in the *Tribune* and *Examiner*, December 15th.

Still another was addressed direct to the housewives of Chicago and it, like the previous ads, featured this new coupon. The issuing of this coupon had the result of receiving numerous inquiries from customers whose dealer did not handle Al-Co-Nut and the method of getting him inter-

ested proved astonishingly effective. This copy appeared in the *News* and *American* on December 17th.

Other advertisements were 450 lines each and were based on data gathered from our salesmen and telephone calls.

Dealers who sold out their stock of Al-Co-Nut Butter quickly tried to take advantage of this fact by switching over some of their slow-moving goods, hence numerous complaints from customers. The vigorous follow-up of the advertising and this unusual and distinctive appeal had a salutary effect. The number of repeat orders was almost incredible. In fact, the returns were so great that the expiration date of the coupons was extended to December 31, 1917. This gave those dealers who originally neglected to stock the goods an opportunity to take advantage of the advertising campaign.

By the time the returns struck the peak there were approximately 5,000 dealers in Chicago and suburbs selling Al-Co-Nut Butter. That many of these accounts came to us over the telephone after the dealers had persistently refused the salesmen an order is the best evidence of the overwhelming demand. This fact will be keenly appreciated by anyone who is familiar with the reluctance of the average dealer to stock a new article. In less than two weeks from being an absolutely unknown product, Al-Co-Nut Butter was the most talked of and best selling margarine in the Chicago territory. The results obtained were due to the unusual and intensified methods used in merchandising and the superior merits of Al-Co-Nut Butter.

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*Editor's Note*—It will be observed that the newspaper ads illustrated in this article carry the signature of a Detroit concern. Chicago newspaper ads were not available for illustration purposes, but these advertisements are the same as those used in the Chicago campaign.

A Thrift Stamp a day may sometime keep the wolf away.

## The Landology of a Farm Prospectus

By Phillip Vyle

*Advertising Manager, Gillis & Geoghegan, New York*

In all our experience we do not recall ever having read an article on the subject of how to write a land prospectus. But here it is at last and by a writer who knows what he is writing about.

**A**DVERTISING would die of dry-rot were there a cut-and-dried formula for putting conviction in a prospectus. But certain deductions, drawn from past efforts, can be reduced to print to serve as a foundation on which to build a presentation of farming as a business which will reason thousands to become associates in that great factor of the reconstruction—forward to the land.

Already there are signs of this movement, and the spring and summer of 1919 will hasten it, as we realize that while saving the world for democracy, we must solve the problem of adjusting the prices of life's necessities through creating plentiful supplies.

The international unpleasantness, now being adjusted around the peace table, temporarily ended land promoting in this country and exhausted all direct-mail literature on that subject, so that we start with a clean slate and in a position to benefit from the lessons of earlier years.

A reflective analysis of field experience in the varying requirements of farms, townsites and resort developments uncovers the rudiments basing the logical make-up of a development prospectus.

There are at least eight essentials to be incorporated into every silent land salesman, and while each is discussed under its respective heading, their combination is not a treatise for getting rich quick in land promoting. There are many phases of the human equation which help to make, or mar, these enterprises for which the work of the prospectus writer is not responsible.

**GEOGRAPHY** should be outlined, together with a map showing location of the locality in relation to the remainder

of the United States, and how to reach the development's nearest railroad station via a well-known concentration point, say El Paso, for the Panhandle of Texas. Transportation by rail, water and road, by nearest routes to large markets should be graphed.

**TOPOGRAPHY.** Accurate description of the topographical conditions of the section as an introduction to the specific details of the general lay of the land of the county; then concentrate attention on the topography of the development, its qualities of soil and drainage, together with other related items.

**COMMUNITY LIFE**, such as schools, churches, and all social and civil advantages which draw the people together and help to keep them together. It is the fostering of a live community spirit which builds roads and authorizes other public improvements—and these will be many in a newly developing country.

The great reconstruction period must take cognizance of how best to assist the farmer to beautify his surroundings, the architecture of the buildings, the barn, the home, country parks, etc., so that the farming class of people may enjoy certain inert art instincts of life which must be gratified. If these instincts are denied, the farming communities will not and cannot be the permanent abiding place of the one-time city dweller who has been induced to take up land in a rural and partially improved community.

**CLIMATOLOGY.** Rainfall and general weather conditions have a crucial bearing on the success or failure of crops, as is well known. So the prospectus must acquaint the reader with climate. The Department of Agriculture at



Washington furnishes interesting data on this subject which ought to be in the files of every commercial writer. If rainfall is limited explain the irrigation system. Climate is also an economic factor in the keeping of stock. Stock can be maintained through the winter months more cheaply in the southern tier of States than in the northern tier.

**CROPS AND INCOME** therefrom is the most vital chapter in a book of this kind. The farmer's financial condition depends on his crop returns. Except, perhaps, only as passing reference, avoid theorizing on the possibilities of growing crops which are not grown in the locality. Leave demonstration of the unknown to the farmer. Hew your lines to the actualities you see around you, for to get the actual atmosphere for your writing you must *personally inspect* the land you are going to use as your text.

The Federal inspectors are not partial toward retouched photographs, and photographs of crops grown in other localities used for illustrating conditions in the vicinity with which the book deals. Legal restrictions surround misrepresentation in print and judges have sentenced the prospectus writer and the promoter to imprisonment for evading or simulating the truth.

**TITLES.** The Post Office inspectors also frown on the methods prevalent some years ago with promoters of land schemes through the mails which land was held on option only. *Actual ownership by the seller is preferable when land is offered through the medium of Uncle Sam's mailbag.*

If the promoters of the development are long-time residents in the community they are likely to be more conservative than the men who go anywhere to promote anything from a cold electric light to a new brand of air.

**PRICES** and terms of payment form an appropriate ending for a land prospectus, for the reason that if its story

is convincing, prices will not prove deterrent. When prices appear in the foreword, as they did frequently in former times, the prospect judges by the price and not the quality. The price is not so much an objection if the prospect wants the article badly enough.

The small installment payment over a long period of time is a good plan to follow, and to advise the colonization company to follow. It eases the burden on the settler during his early years in the new country when his expenses are the heaviest and his back often aches with the hard labor necessary to get a living from a raw farm.

Use bank references about promoters sparingly, unless you are absolutely confident that they bear evidence of being supported more firmly than the customary ambiguous bank recommendation.

When the text and the illustrations are finally decided, remember—

**TYPOGRAPHY.** The appearance of the prospectus should be co-ordinated with its message and continue to meet the settler on his own ground. Forget about the deckle edge, opal shade, amber tint, silk cord and all the fancy fixin's of the printing art. Continue to convey your message in such an attire that the interview will be on common ground.

The ideal way for the settler to buy in a new country is like some people buy a house—live a year or two in the neighborhood. In colonizing a new country this method is rarely adopted by the farm land purchaser, therefore the necessity for *reliable*, informative literature is obvious to the writer who digs below the surface.

If you have a business friend who you think would find enjoyment and profit through reading **THE MAILBAG**, why not send us his name? We'll send an introductory copy.

Thank you!

## Different Engraving Treatments

By James F. Tobin

Editor of "Etchings," published by Gatchel & Manning, Philadelphia.

Years ago, when it came to illustrations, there was the wood cut—and there it was, the alpha and omega of engraving opportunity. But today—how different! Your engraver offers a great variety of styles, and you can pick and choose as you please. Perhaps this article will help the choice.

THE typography of advertisements has been developed by the experts so that many of them are real works of art. They are perfectly balanced in their artistic composition; there is harmony between the subject, the type, the engravings and the space occupied.

We see catalogs of heavy machinery, trucks, etc., in which every element of paper, type and illustrations suggest stability and strength. At the other extreme, such booklets as those issued by the McCallum Hosiery Company—a splendid example of the dainty fitness of type, paper and color sketches suited to an appeal to women.

The question of harmonizing the type faces and display to the subject advertised has been covered ably and frequently, and advertising literature is showing more and more that advertisers are profiting thereby; but they do not seem to be alive to all the possibilities of Engraving.

It is possible to have engravings to suit any display, and to assist in producing any desired atmosphere, quality, delicacy, strength, ruggedness or simplicity. And with all due deference to the display value of type, the "picture" can do more and do it quicker.

Some advertising men go further. They advise the selection of a particular style of engraving, with marked characteristics, and use it continuously—identify it with the product advertised. How far that is a judicious thing to do the writer does not pretend to know. On the one hand is the value of the law of repetition, and against it is the law of diminishing returns. It would seem as though each case were a law to itself, and the sales records

determine when a change should be made.

We are dealing with the variable human factor. Whatever engravings assist in getting the maximum returns should be used. And just as long as they do so—no longer.

The selection of a particular style is sometimes decided by the personal taste of the advertiser. It appeals to him. He should go deeper. What proportion of his possible prospects will it appeal to? How is he to find that out? By applying the same principles he applies to his "copy."

The writer had an experience recently that fits in here. Somewhat cocksure of his judgment on advertising art, he had condemned the bizarre type of illustrations, such as *Vogue* and *Vanity Fair* have used so extensively. Airing his views to the advertising manager of a department store, who uses such pictures, he learned something. The manager said:

"When a woman sees a picture of a gown or a hat on a beautiful model and admires it, she unconsciously visualizes herself as resembling that picture if she wore that hat or gown. She comes to the store and 'tries on' the article, but, alas, she does not measure up by any means to the surpassing pulchritude of the picture. She is disappointed and does not buy. But use sketches such as we use—call them outlandish, bizarre, or what you will—and they simply suggest the chief characteristics of the style illustrated. She dons the gown and looks so much better than the picture that, in a large percentage of cases, she buys."

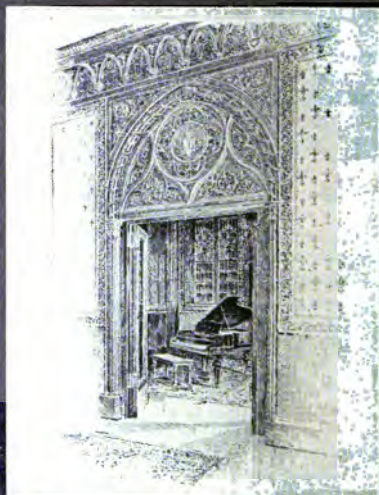
So, after all, in the use of different styles of engravings, it is like any other



Ben Day Treatments



"Highlight"

A "Picture" Made from a  
Photograph

Pen Drawing





One Subject—Four  
Treatments



Pen Drawing



The Bizarre



Poster Effect



Ben Day Stipples



Silhouettes



An Odd Treatment



Page Decoration

element of advertising: It is up to you to know which will most likely produce the greatest effect on the largest number of possible prospects in the class to whom you are appealing.

It is impossible to show enough of the different styles of treatment to give more than a hazy idea of the possibilities. The variety is almost endless. Not only are there many materially different, but each of them in its turn

will vary according to the artist or operator doing the work.

Some few are shown here. If they suffice to arouse the spirit of investigation and induce users of engravings to find out what the engraver has to offer to suit a particular subject, and not rest content with the commonplace or conventional, then they will not have been shown in vain.

*Editor's Note*—The concluding article in this series will be on "Color Engravings."

## The Aftermath of the Morning After.

By Our Readers

C. H. (Gus) Handerson, Editor of "Drill Chips," published by The Cleveland Twist Drill Company, in his article, "The Morning After," in our December, 1918, issue, ended it with—"I pause for a reply." Well, here's the reply—several, in fact—and some of the most interesting material we've ever presented to our readers.

### LET'S TELL 'EM THE TRUTH, GUS!

By Tom Wright

*Manager Industrial Relations and Welfare Work,  
The American Multigraph Co., Cleveland*

I'VE just finished reading that story of yours in the December MAIL BAG. I think you've almost scored a "Bullseye." I say "almost," because I, too, have seen and met that problem you tell of, and, with all due modesty, I present my analysis of it, as, perhaps, a closer wallop on the head of the metaphoric nail.

All this discussion—yours, mine and that of many others—takes me back to those golden evenings when I, age about twelve, used to smuggle a book of the well known Mr. Anderson's fables and fairy stories to the study table with me. By merely opening my geography at any place at all and placing within it, as it lay open, my favorite author, I, in a measure, relieved lessons of their monotony.

I recall the theme of one of those fables most distinctly. It seems that some great ruler sent five blind men out to bring back a description of an elephant. In due course they were taken to one and immediately began gathering the description as only the blind

can—by means of their sense of touch.

Returning to the boss, one proudly announced that an elephant was like a huge snake, coiling and uncoiling incessantly. Another, just as proudly, said that an elephant was about as big around as a tree, had rough skin and seemed to grow straight up in the air. Another, having grabbed an ear, told a different story—and so it went. I think it all ended in a fight or the poor chaps got boiled in oil or something like that—I hope my point is beginning to be perceived.

I have heard many Industrially blind—and many others who were merely nearsighted. Usually their description of this elephantine problem which you have stated runs something like this—"Of course, they worked, the 'Work or Fight' order made 'em.'" Another choice and favorite gem runs something like this, "Sure they worked, who wouldn't when any bum at all could make a small fortune." I don't need to burden you down with what those without Industrial sight have said—you've heard 'em too.

But here's what I've been getting ready to say—they're all almost right. They're all talking about a leg or a trunk or an ear of this elephant—

BUT—if they had their sight, they'd step off a few paces, cock their heads to one side and get a PERSPECTIVE. That's all that is needed.

Of course, high wages had something to do with the high-speed production; of course the "Work or Fight" order helped; of course, the draft and industrial exemptions had something to do with it; and when you sum all the factors up you find that for every man who worked because he was afraid not to, there were hundreds working for the pure Patriotism of it. American labor did not have to be driven to it and the man who says they did is riding for a fall. Patriotism, the pure unadulterated American Eagle kind, put it over.

But Patriotism is not a cause. It is an effect. Patriotism, as I see it, is merely the sunbeams that have filtered their way through the factory windows. The sunbeams are but effects. Back of them lies the cause—that huge living fire of a Sun—and if you want to study sunbeams you must go to their source—the Sun. Just so if these rays of Patriotism interest you, then to study them you must go to their source—Truth.

Now, Gus, I haven't the slightest idea of complicating the Peace Conference by adding to or taking away from the mass of material already at hand. The country is full of slogans, the substance of which tend to prove that something or other of itself and unaided won the War. To all of which, I, in all seriousness, add my little slogan—"Truth won the War." The lack of it on the part of the Central Empires was the strongest factor in the Allies' favor.

The Central Powers fooled their soldiers; they fooled their people; they fooled their workmen—now look at them. The Allied Powers told the truth to their soldiers; they played square with their people and were painstakingly truthful with their workmen. That's the biggest reason why our crowd came out on top and the main reason why Bolshevism will never get a real foot-hold in our country.

For the first time in the industrial history of America, the boss and the workers really met each other. The boss discovered that his workers were counterparts of himself, while the workers saw in the boss a real fellow who had his troubles just as they did.

For the first time in our history, each understood the real purpose of their jobs. There was no longer any hidden knife for the other chap. Suddenly that which has been called Labor and that which has been called Capital realized that team-work and co-operation are things without which success can never be attained. And in the past crisis nothing but success could be tolerated.

Uncle Sam helped a lot in making these things apparent. Wise rules and regulations affecting both production and management made the light more apparent. Advertising helped the boss and the bossed realize their part in the fight. It was no longer just a job that a fellow had—no, he was helping to lick Germany; helping to defend his home—and in the selling of that idea lots of musty old manners and customs disappeared.

For instance, in the ages before the war, did you ever hear of the boss inviting the shop to form committees and tell him how to run the plant? A few cases, yes, but the war brought dozens where we had one before. Did you ever hear of stripping the foremen of their hire and fire prerogatives—again you may say "Yes," but I add that never to such an extent as was practiced during the war.

And that's what boosted production!

Under stress of Patriotic urge and Governmental suggestion, the boss came out of his den and became human. He invited the men who worked for him to criticise and suggest. Industry became one grand democracy with no man's vote worth more than another's and the will of the majority deciding. And the majority seldom errs.

The question you ask is, "How are we going to keep things humming in the same old way, now that war is over and patriotism is no longer the keynote?"

I say they can be kept humming by simply carrying on just as tho the war were still with us. Use the same principles that worked so well then. Appeal to the man on a basis of truth and square dealing.

I agree with you, Gus, it is a problem for us house-organ editors to solve. But, Gus, the problem is two sided.

When the boss comes in and says, "Well, boy, write a little article to keep 'em quiet," just look him square in the eye and say, "Yes sir, but first tell me this —."

"Are you willing to carry through complete plans for the practices of industrial democracy?"

"Do you intend to deal with the men as men and not as machines?"

"Are you willing to talk over things in all frankness with those who are most concerned—the workers?"

"Will you show the workers that you are an honest-to-goodness chap and will you let them show that they are as human as you?"

Sounds to some people like a soap-box oration on socialism, Gus, but I tell you in all seriousness that the time is coming, when only those businesses organized on lines that are human can exist.

In the days to come, the house-organ cannot do it all. The house-organ is merely the megaphone that amplifies the voice of the heads of the business.

You can't have the house-organ trying to say one thing and the heads of the business saying something else. You can't have the house-organ turned up to play harmony when the boss goes one way and the workers another. When that happens, there is trouble. The house-organ is no good and the editor gets fired—and for nothing over which he has any control.

Yes, Gus, I agree with you. We need something in place of Patriotism with which to spur on production. And we're going to get it, too.

We're going to have a nice harmonious time in industry from now on. We house-organ editors are going to help the boss and his workers realize what each other think about. It is going to be sort of an educational campaign. We're going to have to knock out a lot of old fogey ideas—both the boss and the workers have 'em.

We're going to be sort of advertising managers, with the sole job of advertising the business to the employees. There are lots of ways to do it and we're going to have to use them all.

But, Gus, just as the advertising world has its motto, the single word, "Truth," so shall we have that same word emblazoned on the minds of the boss, the workers and ourselves.

And believe me, Gus, truth will prevail.

## FOR THAT "MORNING AFTER," WHY NOT—

By Lister R. Alwood

*Mgr. Detroit Office, The Service Corporation*

SOME wiser pupil in such things than Yours Truly, rose in Experience Class the other day and told us that after intoxication's first incoherencies and irresponsibilities had subsided, Another Glass of the Same was always a good step-down to the sanity level.

(You-who-know I see registering approval of this statement, which lends me Encouragement to Proceed.)

Now, what is this Intoxicant on which we have grown so fearsome and frenzied of late?

This international Inebriant which has caused so many old atlases to forsake their attic exile, and so many Scrooges to smile and release their naidinted dollars as if war had imbued them with a perpetual Christmas-spirit?

What, your Honor—nay, I address this Jury of my Peers, as well, and am

even expansive enough to likewise include the close-packed audience which fronts me—what, my Friends, is this *Amor Patriae* whose effects the Counsel for Plaintiff has so eloquently depicted in yestermmonth's MAILBAG?

I see you expect me to do my own Replying.

May I therefore submit to you that this Thing which has so cheered and changed us is but the *nth Power of Ourselves*?

It is whatever modicum of Human Love each of us has carried away with him from the cradle, expanded by a Vital Emergency into our latest and best conception of its expression as Service.

Why not, then, O House Organ Editors (though I solemnly assure you that you are not the Only Pebbles on the Publicity Beach moaning to the receding tide, "Where do we go from Here?" now that the Billows of Patriotism have stranded you)—why not—at the imminent risk of mixing my metaphors and your comprehension—another Glass of the Same?

I pause to guaff a little *aqua pura*, and Elucidate.

Behold with us (as before the World War, and, say, back to the Days of the Dinosaur) those goodly keys on the Psychic Pianoforte, Love, Gain, Pride, Self-Preservation, *et al.*

The greatest of all which is *Love*.

And this Inebriator, Patriotism, is but that LOVE, woven into its loudest Marseillaise and splendideest Star-Spangled Banner, on the aforesaid Pianoforte, in the chords of Country, rather than of Self or Home.

Of Men rather than Man.

Is there any Good Reason why this sustained and lifted note cannot be prolonged—accelerated rather than braked?

Here, Friends, is the *oportunitas divina* of our Profession's Anointed Pencrafters.

When Bulwer-Lytton said, "The pen is mightier than the Sword" (and it was

he, you will be glad to know, who also said, "In the bright lexicon of youth there is no such word as Fail"), he blatted better than he knew.

For it is now the tremendous Privilege of every Writer of the Tribe to see in these post-war assignments thick-piled about him, not merely a Job but an Obligation.

That which we Have we must Hold. The zeal of Red Cross drives, the ardor of Liberty Loans, the new wonder of War Savings, the fresh spiritual discovery of Fellowship that has left some of us curmudgeons "silent on a peak in Darien," the glory of co-operation, and the multiplied metering of affairs by the Golden Rule where we used to trot out our eleven-inch Ambitions—Oh, boy! what a Chance is here for the Pen to glean where the Sword has Sown.

Can we do it?

Chorus: "We can if we WILL."

This may be anything but the Answer for which Plaintiff's Counsel made pause in yestermmonth's MAILBAG.

Yet I hold by what the Wiser Pupil has told us—that the proper prescription for the Morning-After is Another Glass of the Same.

And if we love America, America's Business, America's Future, America's Good and America's God, as the War has led us to commit ourselves in public print and personal act, I KNOW that we who hold the Pen need not despair, but may see in the reaction from Last Night's Intoxication a Sobriety of Today that was never dreamed of in our former, and more selfish, philosophies.

I thank you.

## THE BROMO SELTZER

By Eleanor G. Dougan  
Ass't Mgr. Publicity Department, National  
X-Ray Reflector Co., Chicago

JUST as a woman's tender ministrations—if she has patience and love enough for the inebriate—may help him over that fierce "Morning after," it is possible that the answer



which has occurred to me as the solution of the big world "jag" problem is the correct one.

The fact which I think Mr. Handerson pointed out very effectually is that the powerful intoxicant which worked such marvels of industry and altruism and which had such inestimably beneficial material results was an intangible *spiritual* force—Patriotism.

While such champagne as "Do it for Liberty," "Do it for America," "Do it for Democracy," could be drunk enthusiastically, excitedly, wildly, and without ceasing, the whole world would, and did, do anything that was toasted in this drink. Frequently, it did not stop to think of the cause or results—it knew they were there, to be sure, but it was the intoxication of the moment that caused Honor Rolls miles long to be signed.

However, the Cause was the important thing. Had it not been for the Cause America would probably have continued on her staid, placid, selfish water wagon for the next century as she has the past and her one magnificent spree and the results, which will be our glory for ages to come, would never have been at all.

So—for the Bromo Seltzer!

First, it must have a Cause. And lo! the big spree itself has provided it.

A Cause, bigger, finer, nobler than the first, but which could never have either existed nor been cared for without the destructive and purifying effects of the "colossal jamboree."

### RECONSTRUCTION!

It is a clarion call. Think what it would mean to ambitious Earth persons (including equally those who are born with ambition, those who acquire ambition and those who have ambition thrust upon them) to be given a new planet, bare and empty except for a stricken population—whole nations helpless in their need for homes, factories, cities, necessities, comforts, luxuries.

Then consider that in the divine spree these Earth people have, with wild abandon, destroyed the wall of selfish egotism which had surrounded their world and now with the field glasses of altruism they see and feel and are touched by the need of the others.

Then, too, consider that not only from an altruistic point of view do they rejoice at the job that is before them. No, it is also an almost unimagined opportunity.

Cities to be built over night—to be built on plan, with the finished whole a clearly visioned panorama before the sod is turned. These cities will not "jest grow" slowly, haphazardly, combining the unforeseen mistakes of centuries with the beauties which re-deemed them.

They will be planned systematically and built thoroughly by the world's master builders. Up until the present time the world has never seen such cities as will arise, for altho' it has often built houses, villages, towns, which grew into cities, it has never before been given an order to build cities.

They will be properly laid out with every detail considered as to both the artistic and the practical. Their buildings will be works of art—their sewerage system will be right—their transportation systems efficient.

No, this is not a Utopian dream. It is an unquestionable necessity. There can be no alternative and the building of these cities will be going on during the next ten years in ruined Belgium, Poland and Syria. Entire cities have been so thoroughly laid waste in these countries that there is not one complete building left standing. And yet these countries have inhabitants. These inhabitants must have homes and community life.

Altho' the actual building must be done in Europe, Europe is not in a position to do it. To even a greater degree than during the war time will we here in America have to come to their assistance. Europe's factories

have been destroyed—its man power has been drained. We must supply the loss.

And so extensive will be this need that it is almost impossible to imagine any line of human endeavor it will not touch.

Ah, here is a Cause!

A Cause to prolong the fellowship of Capital and Labor—to keep lathes working—to keep wages where the comforts of life are not limited to the few select—to melt with its mellow, busy sunshine the despondency, doubt, suspicion and anger which they say are the fruits of the miserable awakening.

Our workshops will continue to belch forth worthy products of brawn and muscle, but instead of them being shells and poison gas, they will be bricks, furniture, clothes, machinery, trains, automobiles, books, art—the things which become sacred in their combined whole as the homes of a nation.

The boss need not revert to a devil in disguise—wages need not drop—the rich and the bums need not return to idleness—there is plenty and more than plenty for everyone to do. If America, minus the four million men who have been ripped from out our industrial life, has produced three billion more than we ever did before—and did it for *destruction*—the world including this four million can certainly produce unheard of results for RECONSTRUCTION.

Thank God, I say, for the Bromo Seltzer! It won't cost the excruciating price of the champagne but it is a Cause which can, if properly administered, weld the world into a more binding substantial brotherhood than the proposed League of Nations, for it will be a League of Individuals. We will be building the homes—the very hearthstones of millions of people we have formerly called foreign. They will never forget it—neither will we. And in the doing thereof Capital and

Labor will become so in the habit of co-operating, both will receive so much reward for it, that our national difficulties in that respect will automatically take care of themselves.

You doubt it?

Then just consider how many *hundreds* more capitalists shared their profits with their employes this year than last year. And it does not require much investigation to ascertain the effect it had upon the recipients.

But this, after all, is but the Cause—as the violation of Belgium and human freedom was the Cause for the champagne jamboree. And just as that Cause had to be met with a spiritual stimulus, which was found in Patriotism, so must this one be fed and intoxicated with a spiritual force which will carry the mob off its feet with enthusiasm.

Whether we call it Patriotism or not is immaterial. We'll find words to make slogans and speakers to stir our depths, and most of all WORK to keep us busy and happy—too busy to have time for the gloomy discord foreseen by Mr. Handerson.

We advertising folks have a real job ahead. The "stirring up" will certainly fall to our lot and I think it is especially up to us House Organists who play a personal concert to our mailing list about once a month to brew and administer this elixir—the healthful, effervescent Bromo Seltzer which is going to take that Big Head feeling and dark brown taste (at least that's the way they've been described to me) away from the "Morning After."

The way in which to do it will present itself with the problem and there can be no question but that after the experience we have all just been thru we shall handle it, both individually and collectively, in a way that will keep up the good work of the Glorious Spree.

It is not to be expected that it will be handled in just the same way the Great War was won. I don't know, of



course, but I don't imagine Bromo Seltzer is applied the same way champagne is.

But, you see, conditions are so very different!

In the first place, we are now aware that people—human creatures who talk and laugh and love and weep as we do—live “over there” in that devastated country. We are aware that the world does not cease at New York City and San Francisco. Before the war we didn't know that. The knowledge has made us entirely different, so it won't take three years to wake us up.

We are bound to those folks now—we can never forget that they are tending the green mounds with little white crosses where our boys are sleeping. Our blood is now mingled.

So the call will not need to be so poignant, so heart-rending. Instead, it will have a comradely ring of challenge, a putting us on our mettle, a sort of, “Well, here's your chance. Now show us what you can do.”

And oh the appeal—the intoxication of it—the grandeur of *building* with unlimited resources on such a vast scale instead of *destroying* with unlimited, unspeakable means of destruction.

I can almost see already the headlines in the newspapers, “The City of Pershing is half done,” “Wilson City is having a big Jubilee to celebrate the presentation and settling of homes to the former inhabitants of Liege.”

And I am aching to write articles for my own house organ about my Company having lighted all the public buildings, factories, stores, schools and homes of the City of Hoover.

Yes, indeed, it seems as if Reconstruction ought to provide the world with an antidote drawn out over at least the next ten years and by that time, it will probably be safely and sanely seated on a big, fat, comfortably jogging water wagon.

## AMERICA'S TOMORROW

By Maxwell Droke

Editor, *Palmolive Publications*

WE are prone to speak of Reconstruction as though it were a new thing—a condition which came into existence on the eleventh day of last November. And we are wrong. For Reconstruction was conceived on an August afternoon more than four years ago. It was born the moment the Allies actively took up the gage of battle flung out unceremoniously and without warning by the hosts of the Hun.

In the present conflict, for the first time in the history of the world, nations and not armies fought. Leaders in commerce, in industry, in science, in medicine—in every vocation under Heaven, were drafted into war service. And those who served in the war zones, in laboratories, shops, offices and fields—all who fought the battle of Democracy—laid, unconsciously, perhaps, the foundation of Reconstruction. In the midst of carnage, desolation and destruction, they builded a new world—a world that is to be.

America's tomorrow? Why man alive! America is just now organized to live. We have definitely turned from war trenches to work benches, but a return to the old order, or lack of order, is inconceivable. This war has taught us many things—lessons that will stick even unto the third and fourth generation.

Since this is primarily an article on the tomorrow of Industrial America, let us for the moment forget all other considerations. Beyond question, then, this war is the greatest blessing that ever befell industry in the United States. If we had been forced to bear privations ten times ten times as great as we have suffered; if we had been left staggering under burdens of taxation almost beyond human comprehension—we could still rise and thank Mars, the God of War. All because we have learned to utter in all sincerity a single simple phrase.

Supported by that phrase, we can build empires from ashes. Invoking its inspiration, we can take the wildest of dreams and garb them in the raiment of Realization. And what, then, is the magic phrase, the Alladin-like sentence? Simply this: *IT CAN BE DONE!*

We of Industrial America have uprooted that word "impossible" and cast it from our lexicon. It has no place in America's tomorrow. For we are entering a new world, a world unhampered by petty human boundary lines.

No thinking man will question that the greatest single industrial blessing, born of the war, is the knowledge that capital and labor *can* work together.

They worked together throughout the period of the war because of the spur of patriotism, and incidentally, because our government insisted upon amicable relations. But now that it's all over—what's a head? Mr. Handerson makes pessimistic prophesy after this fashion:

The war will end, and with it will end the flow of that tremendous tonic (patriotism) which has stimulated and inspired our production and the fellowship of the classes for the past four years. Dependency, doubt, suspicion and anger will spring up.

And Mr. Handerson is right. That condition is unavoidable IF American manufacturers attempt to return to the old pre-war conditions. But that's an upper-case IF. My contention, based upon rather wide experience and observation, is that the American manufacturer has learned well his war lesson. He has found—wonder of wonders—that it *pays* in dollars and cents in increased production, if you please—to treat the laborer as a human being. The Simon Legree of commerce is buried fathoms deep beneath the sands of sanity. And dead men—bring about no labor troubles.

Do not misunderstand me. This isn't a brief for labor. Not by a long shot. For labor, too, had its pre-war faults, and has learned its lesson. No longer, is the boss, in the blind, un-

reasoning vision of the workman, an Ogre Absolute. Labor, where proper treatment has been accorded, has come to trust capital as never before. The manufacturer of today has the confidence of his workers. Whether he will retain this priceless possession, or throw it into the discard is a question that he must answer, and answer *now*.

And yet, as Mr. Handerson has so feelingly pointed out, we *must* have some definite, tangible substitute for the spur of patriotism. The worker's enthusiasm must be kept at white heat. Once more I quote from his summary:

We must find some *new stimulant*, with which to *prolong* the period of intoxication. We must fire our industrial veins with a shot of something that will fling new vigor into them and recall the ardor of our wartime patriotism.

While this is substantially the situation, I cannot say that I am greatly struck with Mr. Handerson's presentation. His choice of language is, to say the least, a bit unfortunate. For 'a shot of something' brings to mind an artificial stimulation, a forced and temporary enthusiasm, which is exactly what we are striving to avoid. We are building now for all time, and our foundation must be upon solid ground.

Viewed in this light there is but one course to pursue. There is but one tonic that will avail. And I can give you the prescription in a third-of-a-dozen words—*cultivate the family spirit*.

There's nothing new, or startling, or original about that solution. But it will work. And it's the only thing in the wide world that will work.

Cultivate the family spirit. That's the job that confronts the factory house-organ editor of tomorrow—that's the job that's staring him in the face right this minute. Go at the task in the true spirit of sincerity, with hands washed clean of hypocrisy. Avoid any semblance of charity. And above all, don't patronize labor. It's a dangerous practice.

Creating the family spirit is no over-

night task or before-breakfast chore. It's slow, tedious, toil. But in the words of our text, *It can be done.*

The family spirit is no new thing with the Palmolive Company. Out here at Milwaukee we have had it with us for lo! these many years. Said President Caleb E. Johnson in a recent statement to the members of our factory organization (we do not use the term "factory employees"): "I want you to feel that you are working *with* and not *for* us. Every man and woman in the organization is a vital part of the Palmolive Company."

We no longer have to guess, or surmise, or opine as to the value of the family spirit. We know beyond a doubt that the dividends are tremendous.

Just how shall you go about cultivating the family spirit? That's a problem each institution will have to work out for itself. But I have hinted rather broadly, true sincerity must be the motive force back of any movement.

I have just been talking with Harry Grabotski. He is a member of our factory organization. And he typifies Labor to a "T." We talked of the future of Russia, and I told him of that country's ravenous hunger for foreign goods. I spoke of the German trained service corps, thousands strong, thoroughly schooled in Russian traditions, methods and customs. I explained that we must fight as never before to offset this advantage, and get in on the great prize for which all nations will strive.

We turned to China. I hinted of Celestial wealth and willingness to purchase from beyond native boundary lines. Our potential commercial possibilities in South America likewise came up for consideration.

Then I told him what it all meant to *him*. And there I really had his interest. For, like all human beings, he is selfish. His own interests, and the interests of his immediate family,

are of primary importance. Come to him with a plan by which he can make more money for himself, his wife and the two little rosy-cheeked Grabotskies, and you can win his attention, at any hour of the day or night.

We, of the selling organization, might go out to the four corners of the earth and sell goods in quantities heretofore unheard of, I pointed out to Harry, but if we could not make deliveries, it would avail us nothing. Sooner or later, we must return to our own factory doors and solve the Problem of Production.

"The more goods you turn out, the more money you'll make," I insisted as we sat dreaming of Tomorrow. "It's a clear case. You attend to Production, we'll look after the selling end. And everybody will be better off." Because he knows the policy of the Palmolive Company; because he has confidence in us, he took me at my word. His black eyes flashed with the light of the warrior. And—"Let's get our share of that business," was his determined reply.

"Let's get our share!" That will be the battle cry of America's tomorrow. It will not be the call of the gormand, the cry of the selfish individualist, but the concerted slogan of a factory, an organization, a family, going forth into the world market for its just portion of commercial pelf.

This morning I stood looking out upon the smoking chimneys of a thousand factories. That scene I multiplied a hundred times, striving to gain some conception of the wondrous things that are to come. Some soon day these great families will go out with our own in the keen fight, the clean fight, for the Big Business that's sure to come with the dawn of America's tomorrow.

Then, with unbowed head, but none the less reverently, I thanked the Big Boss for the privilege of living, and breathing, and working and dreaming in this, the most wonderful of all ages.

# The MAILBAG

A Journal of Direct-Mail

(10c a copy) Advertising (\$1.00 a year)

Mailbag Publishing Co., Publishers

Office: 1800 East Fortieth St., Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. S. M. Goldberg, Eastern Manager, 303 Fifth Avenue, New York. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

February 1919  
Vol. 2 No. 11

ALMOST nine pages of this issue are devoted to the discussion created through Mr. Handerson's article, "The Morning After," in our December issue. And all of the contributions we received could not be published.

The interest this *challenge* aroused among house organ editors is ample reason for devoting so much of our space to the subject.

That Mr. Handerson has been answered—and well answered—is conclusive. He has found the "reply" he sought, and in its discovery many of our readers will benefit, for the problem he presented is their problem, too.

We are glad to have the opportunity to be the vehicle through which this valuable information is disseminated, and so successful has this "round table" been that we plan to get similar reactions from our readers on other direct-mail problems, from time to time.

In our January issue we asked for expressions on the introduction of departments in the magazine and run-

ning text matter through the advertising section. Those we have heard from have cast a majority vote against both suggestions. Thank you for this endorsement of our present and past policy.

If there is, among our readers, a live direct-mail advertising man who would be interested in a real opportunity to establish a direct-mail service in a community that will welcome such a service with open arms, we shall be glad to have him write us. We know of a hustling little city of 20,000 inhabitants in the West, where opportunity is the only knocker, that is now shy just such a service as we have mentioned, and a business man of which has asked us to help them induce such a live wire to locate in their midst.

HERE's a letter we received the other day that's too good to keep.

"Doctor Russel Conwell of this city wrote a little vest pocket size booklet, called 'The Corporal With a Book.' It was founded on his experiences in the Civil War and had some very good advice about the use of *spare hours*.

"Nobody knows better than the non-commissioned officers of our vast Army of last year that *spare hours* were—well, there were no such things in the Army, and, anyway, where was a non-com. going to carry such a voluminous affair as a book?

"There was one thing that he could carry in his blouse pocket without the Major noticing any bulging—that was a little thin booklet, with more real meat in it than a whole three hundred-page volume—THE MAILBAG.

"It was a real treat to get that little book in camp and for a few moments at a time read something that was entirely different from the Rules and Regulations."

That's the kind of a letter we like to get. It's one of those little treats that helps us realize that, after all, there are some things worth while in an editor's life.

# WANTED

An employer who sees the new light. Who keenly appreciates the quadruplex character of modern industry. Who sincerely believes that the full cooperation of capital, labor, management, and society epitomizes industrial harmony. To such an employer I can give enthusiastic and whole-hearted service, in an executive capacity.

At present employed as Asst. Gen. Mgr. of a nationally advertised concern. Thoroly understand the fundamentals which underly the principles of modern business. Qualified by experience to serve in the capacity of General Manager or assistant to responsible executive. 32—Married. Expect salary commensurate with responsibility assumed. For full information write **O. T. R., care of Tim Thrift, Mailbag Publishing Co., 1800 East 40th Street, Cleveland, Ohio.**

*Please mention THE MAILBAG when answering advertisements. Thank you.*

GENERAL LIBRARY  
MAR 21 1919  
DIV. OF MAIL

# The MAILBAG

*A Journal of  
Direct Mail  
Advertising*



MARCH & 1919  
VOL. II NO. XII



# Foldwell

## for Envelope Enclosures

Your enclosures—have you ever really considered the wear and tear they go through as sales helps?

Probably you think of them as going into your envelopes and later being read. Now let us suppose Mr. Prospect gets the enclosure and is favorably impressed—what does he do? Lays it aside for closer attention. In the first reading it is opened and closed several times—and in the second a number of times more. Then, there is more wear in the process of answering—getting the inquiry off.

*You want your enclosures to go through this without a break or tear, not even at the fold. To INSURE SUCH a result specify FOLDWELL.*

Foldwell does not crack, tear or break in the mails—folds with and against the grain without cracking.

### Write Today

Our new book "Putting the Sales Story Across" tells the Foldwell story in detail. Let us show you how others are profitably using Foldwell in their Direct Advertising.

## CHICAGO PAPER CO.

820 S. WELLS STREET

CHICAGO

ILLINOIS

Please mention THE MAILBAG when answering advertisements. Thank you.



← office boy  
← stenographer  
← sales manager  
← customer

You know three of these four people. All are working in your interests, handling inquiries. You can help them to help you.

The fourth, Mr. Customer, is the important unknown. The first impression that you create in his mind governs his confidence in you and your product.

When he writes for a catalog or a sample send your sales-clinching letter with it, by using

***The Shuman Mailing Attachment***

a patented, practical device that holds your letter (under first class postage) securely fastened to your package or container (at the required rate). See illustration below.

Hundreds of satisfied users. Saves its slight cost many times over. Send for trial sample today, free.

**THE FRANK G. SHUMAN COMPANY**

*Manufacturers of Paper and Metal Specialties*  
168 North Michigan Ave. CHICAGO, ILL.



Please mention **THE MAILBAG** when answering advertisements. Thank you.



## BE SPECIFIC ~

**I**N ordering illustrations, if you know just what you want, be sure to specify clearly. Leave nothing to imagination. Tell us the kind of copy you have, size and kind of plates wanted, and send, if possible, sample of paper to be used.

Or, if you want our suggestions and advice regarding photos, sketches, drawings, or the most suitable engravings for your purpose, we will gladly assist you.

Distance need not deter you from sending us your engraving problems — all necessary instructions to engravers can be put on paper and orders by mail correctly filled.

Our highly developed organization can successfully produce any work pertaining to the illustration of printed matter, in any number of colors.

## PHOTO CHROMOTYPE ENGRAVING CO.

**Artists, Engravers**  
MAKERS OF EMBOSSEING  
AND CUTTING DIES

920 RACE STREET  
PHILADELPHIA  
PENNSYLVANIA

*Please mention THE MAILBAG when answering advertisements. Thank you.*

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A Journal of Direct-Mail Advertising

Edited by Tim Thrift

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Vol. 2

March, 1919

No. 12

## Old King Cole and the Three Wise Men

By H. A. B.

Business Training Corporation, New York

Some time ago, under the title of "Meditations of Peter Simple," we published an article by this author. This is another of the same series, although we have not given it the series' title. You'll enjoy it, because it's *different*, and because the moral is so delightfully clear.

MY collection department was weak—weak as a German alibi. The proverbial cat was an athlete compared with it. It couldn't collect money from a slot machine. Honestly, if my outstanding accounts were to resolve uncannily (this is pure hypothesis, of course) to come across "in toto," or in full, which is more to the point, and line up outside the door, my neurasthenics in the credit department would be so befuddled that they would be tempted to flash a Scarlet Fever placard on the whole bunch to scatter the crowd and avoid shock. Weak? Why, the only thing they ever collected was their salary. This they did with an absence of effort that was inspiring to behold. I admit it.

Our best record in the collection department was held by old Mudge—our star, by the way—a hollow-eyed man who spent most of his time in experimenting on his latest invention—which at bottom was nothing more, or less, I had better say, than the creation of a dollar into which he aspired to inspire the same homing instinct that graces the carrier pigeon or the roosting hen. I give him all praise for his assiduities, but in some way or other he must have got his ingredients mixed, for the only dollar he ever produced was the usual one with the same grasshopper legs and Marco Polo disposition that we all are so familiar with.

Mudge always referred, with a sort of Lotus Eater's smile, to the time when he actually collected a back bill of ninety cents. Mudge had dunned a customer for \$1,300.90, to be exact. The customer said he was sending him the ninety cents for the privilege of dealing in round numbers. Mudge thanked him in a sweet letter of nine pages. He also demanded the afternoon off by way of celebration.

Times grew worse and worse in this department. My hair—always thin—grew thinner. My cheeks—something sallow—grew sallow. My heart began to sink and the only song on my lips was *De Profundis*—in an off key, at that.

Surely something had to be done.

I determined to put it up to my old friend *Habeas Corpus*—the neatest two-handed "dip" that ever touched a politician's plaid vest pocket for a fiver. *Habeas*, I remembered, used to be Lord Chancellor of the Exchequer for old King Cole—of blessed memory.

I already had, as you will acknowledge, a nodding acquaintance with hell and the gang that hung out there. In fact, old Doc Satanus had often whispered that I start a really peaceful and profitable business in Tophet, where I wouldn't have such a "helluva" time collecting. He said it was a case of spot cash and no promises down there. People were too wise to each other.

So I went down the familiar dingy stairway to the lower regions and had the good fortune to spot *Habeas* just as he was in the act of nabbing a nifty brimstone bracelet from the wrist of a wren who was knee deep in the sport of trying on the latest thing in horn tassels—hell's term for a hat—hell being full of wags at that time.

Clutching *Habeas* with no gentle hand, I turned him aside from his villainy into a nearby thirst parlor and, having ordered two brimming beakers of picric acid, sat down for a chat.

"*Haby*," says I, "this is the first relaxation I have had in two years. I feel at home."

"There's much to be said for hell," says he, quaffing his picric contentedly.

"Not bad," says I, "but what I wants—"

"Is another drink," says *Habeas*, calm like.

I ordered two more.

"*Haby*," I continued, "you were Chancellor of the Exchequer in the reign of old King Cole, were you not?"

"Thou speakest troth," says he, strutting like, as he reflected on them good old days. "And I kept the royal money bags drippin' over the edges, if I do say it myself, as isn't vain."

"Can't do no more," says I, chiming in with his mood and his grammar.

"As a Chancellor of chink I was passing fair."

"You were that," says I, "but tell me then from your experience—is there any way on earth—or hell, for that matter—to collect bad debts from a bunch that has been fooling the Pinkertons for the past decade?"

*Habeas* chuckled to himself and settled as if for a story.

"Whilom was I Lord High Chancellor of the Exchequer," he began impressively, "there chanced to be a Duke in the royal entourage that highte Duke Dubbo." (He meant was named Dubbo.) "And it came to pass that on a day a certain Duke Dunno

called unto him his three wise men, Bluffo, Gelatino, and Slicko, and addressed them on this wise: 'Varlets,' said he, 'for a long time hath the Duke Dubbo owed me monies. In good sooth, I tire of waiting. Write him, each of ye, letters which shall return to my coffers the monies that I have coffed up.'"

"What did they do?" says I, impatient like, for I scented a way out of my own trouble.

"Well," says he, "they set themselves each to his task so that it happed Gelatino was the first to finish, and, calling a herald, dispatched him with his message. Now the herald plied himself to his journey so that in due course he arrived at the Court of the Duke Dubbo. Being admitted, he found himself in a large oaken raftered room in the midst of which Dubbo was dining with his retinue of courtiers. The Duke snatched the letter from the hand of the herald and read as follows:

"I beseech thee in the name of ye goode Saint Dunstan, Dubbo, that ye return unto me the monies that are owing. I am in dire need. The queen mother needeth a new hood and kirtle and there is but little of fuel, liquid or solid, in my cellars. Even mine own raiment is a sight to beholden—befouled as it is with indecent filth and age. Soften thy heart and do what is righteous for Godde's sake. Reward my long suffering patience!"

"Now, when the Duke Dubbo had read this epistle, he smote his greates thigh and rolled his something fleshy sides with glee. Long and loud did he laugh. He guffawed and chortled; he gurgled and giggled. He wheezed and he roared, so that the salt tears of laughter streamed down his cheeks and in fine did he wax into such a fit of mirthful coughing that even the stoutest courtiers were sore alarmed thereat, and did belabour and beat him right smartly about the shoulders and head, so that the Duke recovered something ruffled, yet sobered, and ordered the herald to be drubbed out of court by way of compensation."

Here *Habeas* paused for breath, and took a long pull at the picric. Smacking his lips he continued:

"Now, it was not much later that Bluffo finished his letter, and calling a herald, bade him Godspeede and dispatched him on his way. The herald addressed himself right smartly to his journey, and by dint of fast walking, arrived at the Castle of the Duke Dubbo and presented the second letter just as he was arising from dinner. The Duke snatched the letter from the hand of the herald, and read after this manner:

"By my trothe, Dubbo, an ye come not acrossse with the ducats I've been supporting you on for the past three years—by ye Lorde Harrie, I'll have your block knocked offe at ye next public execution. What think ye this is—an organization of charitie?"

"Now, when the Duke finished reading this epistle, his countenance was something terrible to behold. He puffed and grunted and rolled and fumed. He snorted like ye Hircanian boar. Likewise did he gnash his teeth in no uncertain rage. He smote the table with such a blow that the under-courtiers who, by reason of their rank, ate 'second table,' were sore afraid, and durst not move lest the Duke pitch the dumplings, cloth, and dishes through the casement hard by. But when his rage waned a tittle, Dubbo tore a few soothing handful of hair out of his beard and promptly ordered the herald to be drubbed out of court."

"But Slicko," I said hopefully.

"Peace, I approach that matter," said *Habeas*, draining his beaker of picric with a sigh. "When the herald arrived with Slicko's letter, he found Dubbo shootinge ye vassals a game of crappes on the floor of the throne room. Snatching the letter from the hand of the herald, the Duke read after this fashion:

"Honorable Dubbo: You will be interested to know that my brazened shields and halberds which you so admired at the king's hunt last Whitsuntide will be on sale at ye reduced price in my throne room nexte Michaelmas day. The ermines and tapestries which (just between us) I trimmed Prince Stoopide out of, will also be put up for ye bidde. Only royalty will be admitted. Now don't let that matter of the back money keep you away from this chance of ye lifetime. You can easily settle that up before

Michaelmas and be all sette for the big special. By the way, you will always find a goodly crew of hard-drinking lads and a lusty knave withal to troll a stave or two, at my festive board. We shall be looking *especially* for you. Remember the ermines and the weapons—and the October ale!!!—None too good for you."

"Now, when the Duke read this letter, he folded it up with some care and reflected in this manner. 'Humph,' said he thoughtfully, 'Dum teedle, dumm deedle da,' he hummed, tapping his fingers musingly on the letter.

"*Habeas*," he then said suddenly, 'take this herald and give him to eat and drinke to his fill of our best. Then take him to the vaults and count out such sums as oweth to the goode Duke Dunno—aye, even to excess. It irks me not how much. Furthermore, dispatch a letter that shall say that "them ermines" is mine, or words to the same effect."

"*Habeas*," says I, sudden like, "excuse me. You're a genius. I see it all now."

Without even stopping to exchange pleasantries with the devil, I raced up to the world. In two weeks I had staged a special sale of seasonable goods that competitors busted trying to match. Of course, I allowed for a loss here, but I invited all the crooks on my outstanding accounts list to pay up, so as to come in on the new stuff. And they *did*—like a flock of Harpies looking for Barren Island.

And to-day there is dust on the cage of the collection department. It still hasn't collected a nickel—but it's because it *hasn't had to*. *Habeas* put me wise.

WHEN you have occasion to make a zinc etching of a typewritten letter it is sometimes difficult to get a clear reproduction. Best results can be obtained by re-typing the letter with a new black record ribbon and using a sheet of carbon paper, *reversed*, on the back. This intensifies the typewritten characters, and makes it possible to get a clean-cut etching.

## Selling Both the Goods and Campaign Through Mailing Pieces

By Robert E. Ramsay

Mailing pieces that performed the dual role of selling the goods to the dealer and selling him the advertising of the goods to the consumer is the theme of this little story. It may give you a pointer for a similar accomplishment.

**T**HAT portfolio of advertising you send out to your dealers must have cost you several thousand dollars," remarked a rather well-informed advertising man to the sales official of a certain mid-western manufacturer.

"No, hardly that, but it did cost us about the sum total of one thousand dollars," admitted the sales manager.

And the fact remains that this concern has less than five hundred dealers, so that the cost to that concern to sell their retailers on their advertising campaign was about \$2.00 each.

The portfolio referred to was a large and pretentious affair. It contained 32 pages and a number of tip-ons. To be perfectly fair to this manufacturer, he could hardly have sold his campaign in any other way to his retailers—just as Marshall Field & Co. could hardly have sold their "Store for Men" in the big way they did recently by a similar large portfolio in any other way. The very impression that they desired to create was that of BIGNESS, and the surest way of accomplishing this was by a big and impressive portfolio.

Circumstances alter cases, but there would seem to be a suggestion of excellent value in the method of selling not only the campaign but also selling the goods at the same time, employed by the Aluminum Goods Manufacturing Co., of Manitowoc, Wis.

### DOING DOUBLE DUTY

While this campaign of theirs is complementary to their publication advertising in a national weekly of large circulation, as well as certain other mediums of general and house-keeping interest, their mailing cam-

paign served a double duty and accomplished the two highly desirable features of selling not only the advertising campaign, but of selling the actual goods.

This result was accomplished in eight short months, too, and in addition to direct returns that were extremely satisfactory. In the words of their advertising manager, Mr. A. A. Gerpheide, "Then besides these direct results, our Trade Circulars have served another big purpose. And that is, they have sold the entire retail trade over the country on the idea that MIRRO is a big nationally advertised line. There is hardly a retail aluminum dealer in the entire country who does not know of MIRRO aluminum and who has not a favorable opinion of it."

### NINE BROADSIDES IN CAMPAIGN

The campaign covering this period of eight months consisted of nine broadsides. The features were of various sizes and folded in various and sundry ways. The first of the series, for instance, is packed full of copy and the 14 x 21 sheet is folded down for mailing purposes to 5½ x 7 inches. This piece shows the trademark on the front fold and seeks to drive home the fact that the MIRRO trademark is of value to the retailer. On the first inside fold, under a striking picture of a woman holding an aluminum teakettle, we find:

A name, trade-mark and product that mean good business, profit and prestige for you.

Read this announcement carefully for the merchandising opportunity it brings to your notice. For, just as Mirro Aluminum Reflects Good Housekeeping, it likewise reflects good business.

The next inside folds picture graphically, with arrowed illustrations, four leaders of the line—teakettle, coffee pot, tea pot and double boiler.

[illegible]

On the final inside folds this opening piece starts the selling of the campaign in these words:

#### A BIG STEP FORWARD

Mirro Aluminum makes its appearance as a line of unusual quality and exclusive features; a line made and merchandised by one of the world's largest concerns manufacturing aluminum goods—the Aluminum Goods Manufacturing Company, of Manitowoc, Wisconsin—a line to be sold through dealers—every sale meaning a dealer sale and a dealer profit.

Starting October of this year, Mirro Aluminum will be advertised in a big, national way in the country's foremost publications—the biggest advertising campaign ever inaugurated for any line of aluminum ware.

#### WHY NAME WAS CHOSEN

From there on, the first broadside first tells of the choice of trade mark, why MIRRO was chosen for the name of the new line, and how it is to be used in connection with the phrase, "Reflects Good Housekeeping." Then the dealer is informed of the features of construction and given a small dose of company history, including details as to how the company will back up their publication campaign with direct advertising, etc.

Each of the broadsides had enclosed with it a return postal card asking for the dealer catalog together with prices and terms. This enabled the advertising department to check up the direct returns aside from any indirect returns there might be. In addition to the postal card, some of the later pieces in the series carried with them a return order blank.

Throughout the campaign—which ran until the end of June—they never lost sight of the fact that the pieces had not only to sell the campaign to the retailers, but also sell the actual goods themselves.

Frequently the argument for goods and argument for the campaign were on the 50-50 basis in the pieces.

The second one, for instance, tells of the advertising that will benefit the dealer and gives specific dates of appearance of certain copy, but citing only the month of its appearance.

The third piece, though, turns to the actual date and gives it as the headline of the piece. While this piece talks a lot about the advertising, a goodly portion of the first open-up is devoted to pictures of the goods, selling talks about them, and the outside fold, instead of harping on "our big advertising, etc.," in the usual fanfare style, is made up of a full fold of aluminum pieces set off in small color squares.

#### REPRINTS ACTUAL ADS IN LATER PIECES

In the later pieces of the series, actual ads, full page size, are reprinted. There is, for instance, a reproduction of a full page *Saturday Evening Post* ad and the dealer is urged equally to give attention, not only to the advertising, but also to order the goods and be ready for the demand.

One of the later pieces of the series features SPRING; another, in June, features the BRIDES.

In makeup many of the series look almost like consumer copy, yet there is carefully intermingled the dealer appeal and the results accomplished, aside from the indirect ones mentioned above, prove the effectiveness of this campaign.

"The series went to about 33,000 names on our list," one of the sales executives tells us, "and all of the nine broadsides put together produced about 5,500 requests for catalogs and information. And besides this, we received a good many mail orders, but unfortunately our Order Department has been so congested that it was impossible to key these and we do not know the exact volume. Broadside number one, for instance, which announced the new line, produced a total of 1,050 inquiries, which we considered very good in view of the competitive circumstances which we were up against."

#### HELP THE SALESMEN, TOO

He then went on to say: "Our



**Reflects Good Housekeeping**

*You can benefit through this unusual Advertising Campaign*

**eMIRRO ALUMINUM**

**A New Idea In Fine Aluminum**

**Advertising That Benefits You**

**eMIRRO ALUMINUM**

The eMIRRO ALUMINUM advertisement is a collage of various elements. At the top left, there is a grid of small, stylized faces. Below this, a large, light-colored rectangular area contains a small illustration of a person in a dark suit. To the right of this, a smaller, tilted rectangular area features a woman in a dark dress holding a small object. Below this, a small, dark rectangular area shows a person in a dark suit. At the bottom, there are two small, rectangular areas, each containing a small illustration of a person. The text "eMIRRO ALUMINUM" is prominently displayed in the center and at the bottom. The overall design is a mix of black and white illustrations and text on a light background.



Trade Circulars have been wonderfully effective, not only in the number of direct inquiries which they produced, but also in the assistance which they gave our salesmen. Dealers have been receiving these circulars continuously month after month, and when our salesmen called around they were sold pretty well on the merits of the line before our salesmen ever commenced to speak. In short, we had been doing the actual selling with them, and to a certain extent our salesmen were order-takers on this line. Of course, quite naturally, all of our salesmen would not admit this, but down in their hearts they realized it that way."

Whenever one of the postal cards was returned as an inquiry requesting a catalog, price list and other information, they sent the information promptly by a form letter, reviewing the advantage of the line, both as to quality of material and also as to methods of marketing, and when they sent this out they sent a carbon copy

of the letter to the salesman in that territory and just as soon as possible he made it a point to call on the concern personally, so that the salesman was not in any way eliminated, nor does the company wish to make that suggestion.

As to the amount of business closed by the salesman's call, they say: "We have no authentic record, but judge that about 60% of all such concerns called upon placed an order through the salesman when he called."

These wonderful results are by no means exclusive to the aluminum goods, or even the cooking utensil field. In nearly every line one piece or a series of pieces can be made to do double duty by careful planning and a close tie-up throughout the advertising campaign. Many of us, no doubt, have felt that results could be accomplished in this way, and the Aluminum Goods Manufacturing Co.'s records would seem to prove it.

## Enough's Enough

By C. M. Adams

Mr. Adams points out why, in his opinion, too much printed matter gets too little business. And some of those who have weighed down their envelopes to the last 'steenth ounce, may well pause, consider and reflect whether he isn't pretty nearly right.

**I**TS very weight should have warned me at the outset. But I decided to open it, not because the exterior of the envelope made any particular irresistible appeal, but because I happened to have a moment to spare and did not want to overlook any possible bargain. So I pulled out the end of the envelope (the kind that is supposed to make you believe it is really sealed), and let its contents slide out into my hand:—one form letter, one order blank, one self-addressed envelope, one small circular, one medium-sized circular and one large circular.

What did I do? I daresay I did exactly what nine-tenths of the other recipients of that circular did—threw it deftly and accurately into the over-

flow from my waste-basket where it might have remained had I not afterward developed a curiosity to find out just what the sender of that circular had in mind as its mission. But that I have not been able to do.

Apparently the sale of books or magazines was intended. Reference to these things seems to be made in the circulars and in the form letter and the envelope carries the name of a well-known publishing house. But this does not explain the thing that is puzzling me. How can the senders of such an envelope full of printed matter expect any normally busy person to sort out and read the mass of material thus sent?

Its very sight is appalling. All is attractively printed on a good quality of paper and the copy is quite as good as the average, but when one after another of the six pieces of matter slide into view the interest of the recipient begins to decrease in direct proportion to the quantity visible until it reaches a point close to the zero mark as the last appears.

Read? Of course not unless there is time to be killed or the person has a professional interest involved. In the first place, the profusion of matter makes it necessary to sort out what is to be read first and what is to be left for later consideration, a task by no means easy with six pieces of printing to choose from. And with this done there is enough material to discourage a reader with sufficient time and interest to go through with the task of sorting out what he will read first.

Yet this circular is not an exception but rather quite the rule for direct-mail advertising of its type, others which I have received containing from three to eight distinct specimens of the printers' art.

Obviously this sort of a circular defeats its own purpose by its sheer mass. A recipient who has sufficient interest to open an unsealed communication must have this initial spark of attention kindled swiftly and not smothered out under a deluge of printed matter. As was the case with the material I received the printing may be excellent and the copy prepared intelligently, but when faced by such a copious effusion any normally busy person will drop the entire consignment and risk the possibility of missing something worth while.

Remedial measures should be neither difficult to discover nor apply. If the matter must be sent in an unsealed envelope for the sake of economy in stamps, then there is no reason why the entire proposition cannot be condensed into a single well-prepared and attractively printed letter or circular.

Additional information, along with the self-addressed envelope, order blank, and other paraphernalia intended to hasten a prospect's decision by making it easy to order, can be sent later under separate cover. This may prove more expensive, it is true, because of the additional charges for postage, envelopes and addressing. But it seems decidedly more profitable to give the prospect's interest at least a fighting chance than to snuff it out at the outset with an avalanche of material.

Where circulars are being sent in response to a request, or where other means have been used which assure the material being sent of a reasonably interested reception, the objection to multiplicity of enclosures of course does not hold. Neither does it seem valid in some few special cases where samples or specifications must be mailed for some intimate technical reason.

But for the ordinary direct-mail third-class circular sent to get immediate returns, success will go to the concern which can say what it has to say in a compass which will not dismay the prospect in its very contemplation.

Users of display space do not tell their story in a number of small ads scattered through a newspaper or magazine. They drive home their point with a single unified effort and for the designer of direct-mail matter who expects anything but general publicity this is also a profitable guiding principle.

BOUND volumes of Volume Two of THE MAILBAG will be obtainable the latter part of March. These will be similar in binding and style to bound volumes of Volume One. The price will be \$2.00, postpaid. As there will be but a limited number of Volume Two bound, we suggest that you get your order in early. We'll reserve a copy for you, if desired, not to be paid for until delivery.



## An "Unconventional" Convention

By Geo. W. Lee

*Sales Manager, Todd Protograph Co., Rochester.*

Once in a while we depart from our policy to print nothing except articles relating to direct-mail work, and this story is an instance. Mr. Lee describes how his Company carried out a convention of their sales force on Dec. 26th, 27th and 28th, 1918—that never convened. The "stunt" he describes is so unique and interesting that we know our readers will be glad we made the exception to the rule.

**E**ARLY in the Fall, it became evident to the members of the Sales Department of the Todd Protograph Company that, owing to railroad conditions, it would be unwise, if not unpatriotic, to hold the annual convention of the Sales Force in December. We were up against the problem, therefore, of providing something to take the place of a convention.

One day the idea occurred to me that we could hold a convention without holding a convention! At first the idea was somewhat vague, I must admit, but I summoned up courage to mention it to some of the other department heads, and gradually the plan unfolded itself until we all became "sold" on the practicability of getting the members of our Sales Force together in spirit, at least, on paper. Several titles were suggested, such as "Phantom Convention," "Shadow Convention," "Paper Convention," etc., but the one finally decided upon seemed the most appropriate of all—that is, "Unconventional Convention."

The first thing to be done, of course, was to appoint a Convention Chairman and Chairmen for the various convention committees—arrangement, entertainment, transportation, publication, etc.—and each chairman had a definite task assigned to him in rounding up material for the convention.

The most important part of a convention, of course, is the speech-making, so we set about to obtain "speakers." We wrote to about twenty members of our own Sales Force—men who we knew could "deliver the goods"—explaining our plan to them and asking them to send in addresses. We assigned each man

thus called upon a definite topic to discuss, and we had close to a one hundred percent response from them.

With a view to getting a little real convention "tone," we wrote to some men of national reputation, inviting them to "be present" and to "deliver" addresses. Such men as President Wilson and Charles M. Schwab replied that, owing to the press of other affairs, they regretted that they could not accept our invitations. Several of these men, however, graciously accepted our invitations and sent their "speeches" to us.

Having gotten all the speeches together, we took them to the printer and began the actual work of building the convention—that is, we gave him the copy and the lay-out for an eighty-eight page "Book of Proceedings of the Unconventional Convention of the Protograph Sales Organization, held at Rochester, N. Y., December 26, 27 and 28, 1918."

Briefly, the Book of Proceedings contains a half-tone cut of the Official Convention Badge; a Foreword, describing the idea; a list of delegates; a program of the Convention; speeches by executives of the Company, by heads of various departments of the home office, by members of the Sales Force, and by several men of national reputation. All of the "speeches" are, of course, prefaced by an "introduction" by the Convention Chairman, and are interspersed at the proper intervals with "applause," "cheers," "loud applause," etc. Each speech is accompanied by a half-tone cut of the speaker, and some of the speeches, such as "A Trip Through the Factory," are illustrated with descriptive photos.

To make the convention still more real, we reproduced throughout the book snapshots of many members of the Sales Force, which we had secured on various occasions when they had visited the home office in the past few years.

For entertainment, our artist provided several pages of sketches of different members of the organization performing characteristic stunts, and our Advertising Manager, Mr. Jack W. Speare, provided "A Protectograph Drama."

The real "hit" of the convention, however, was "The Official Convention Photograph," which is also a creation of our artist, Mr. Win J. Merriam. I won't go into detail as to how this picture was produced, but suffice it to say that when completed it showed about two hundred and fifty members of the Protectograph Organization seated in the banquet room of one of our best hotels. Just to give you an idea of how real this "photograph" was, I am going to quote from a letter received from one of our

Salesmen a week or so after the Convention Book was mailed:

"While I was in New York last week, the Book of Proceedings of the Unconventional Convention arrived, and in my absence my wife opened it. The first thing she discovered was that banquet photograph, and maybe you think she wasn't ready for me when I got home! She wanted to know what I meant by telling her that I was going to New York when I was actually at Rochester attending a convention."

As a matter of fact, this Unconventional Convention book has made the biggest hit with the boys in the field of any piece of literature that has ever been put out by this Company. Some of them go so far as to say that it is better than a real convention, for the reason that they have the proceedings right before them whenever they want to refer to them, whereas, had they actually attended a convention, the speeches would have been soon forgotten.

To any concern with a sales organization, therefore, for whom a real convention seems impossible, I recommend a "convention on paper," a "phantom" convention, an "unconventional" convention, or whatever they are pleased to call it.

## Cultivating Conservation by Correspondence

By Clarence T. Hubbard

Correspondence can be used to accomplish many things. Here we find how it was used to preach the doctrine of conservation—economy. These Aetna ideas may be suggestive to you.

**C**ONSERVATION—the call of the hour, war or no war—is being urged everywhere. Commencing less than two years ago with Liberty Bonds, it spread to Thrift Stamps, food economy suggestions, coal saving plans, and thence to Conservation of All Things. Thrift, to a small few, was introduced via the medium of Necessity, though to the greater majority—the vast public—through the more responsive medium—Advertising.

Advertising by means of special form correspondence, the Aetna Life and Affiliated Companies, of Hartford, Conn. (The Aetna Casualty and Surety

Company and The Automobile Insurance Company), instilled the need of office economy into the minds of all employees as well as branch office representatives.

The letters, which were sent out quite regularly, were not just formal letters of "warning" or of the "rule" type. They were interesting, carefully worded, gripping communications neatly processed on special bond paper bearing an exclusive letter-head design. The design consisted of the word CONSERVATIONS in artistic black type, engraved in half-inch letters having a border of orange fringing the entire word and terminat-

ing in two loops, one on either side, that contained the recognized Aetna Seal. The name of the company appeared in tiny engraved letters at the extreme left-hand top.

The messages of economy were distributed on this special paper over the signature of the Vice President, and made quite an impression. The plan proved a pleasing way to introduce the persistent thought of Economical Practice. The first letter to be circulated, and bearing the actual signature of the Vice President, was as follows:

#### THE WATCHWORD OF THE HOUR

To All Representatives  
of the Aetna Companies:

Everything has advanced in price out of all proportion to the premiums charged for Insurance Protection.

Wages, Rentals, Railroad Fares, Hotel Charges, and other necessary incidentals to the conduct of business have "skied."

There are still only 100 Cents in a Dollar, yet it is daily becoming harder to get a Dollar's worth of anything for those One Hundred Cents.

**THERE IS ONLY ONE ANSWER:—CONSERVATION.**

Let every Aetna representative contribute his bit to "GENERAL ECONOMY." It's not only Good Business, but Good Citizenship.

By Economy we do not mean stingy, penurious or selfish "Tightwad" methods. We commend frugality but condemn miserly hoarding, BECAUSE

Business must go on "as usual," and upon the successful conduct of business in general depends the winning of the WAR.

**BUT** Without jeopardizing "Business as Usual" **WE CAN** Conserve Time and Energy.

**PLAN** to make one railroad trip where perhaps two were previously necessary.

**TRY** to make our correspondence more brief and to the point, thereby conserving at both ends.

**CUT** down our long distance 'phone calls by at least "Something per cent."

**WITH CARE**, reduce our wire messages in length as well as the number it may seem necessary to send.

**SHADE** our hotel bills a trifle without suffering undue inconvenience and by taking heed, be a little more reasonable with old "General Expense."

And very likely other items may occur to you where expenses can at least be "abbreviated" by eliminating extravagance and cutting out wastefulness.

This is a **PERSONAL APPEAL TO YOU** and we are confident that to ask is to insure your earnest and loyal co-operation with our efforts to meet this **MOST VITAL NEED OF THE HOUR.**

Yours very truly,

A week following this introductory letter came another, this one on the same identical letter-head of original design, also bearing the pen signature of the recognized official and printed in blue. Enclosed with this letter was a small card with a hole at the top, that it might be hung on the wall or at the side of the desk. The card was printed in legible black type of a pleasing design and had a border of red running about the entire text. The card was a reprint of the body of the Conservation Letter and was headed with these words: "**SEE THAT OTHERS DO NOT WASTE.**"

Then it went on to enumerate the various articles and things worth conserving, ranging from the saving of clips and pins to the value of using Time itself with prudence. At the bottom left hand corner these small words were included: "**PLEASE HANG THIS UP.**"

That the suggestion was obeyed is easily proved by a visit to the home and branch offices where these little red-bordered Conservation Cards will be found hanging on doors, desks, under plate glass shelves, and even in the telephone booths.

Even with the termination of hostilities the messages of Conservation were continued, and the plan of the company is to perpetuate the idea until the foundation of true economy is properly rooted. Perhaps one of the most effective letters was one to which a copy of Elbert Hubbard's "Message To Garcia" was attached:

#### A MESSAGE TO GARCIA

Enclosed is a small book.  
You can read it through in Seven Minutes.  
It is the story of a man who DID THINGS.

A man who KNEW THE VALUE OF TIME.  
A man who considered questions superfluous and procrastinations a crime.

"A MESSAGE TO GARCIA" was written by

Elbert Hubbard, who went down on the Lusitania.

One of the fine things about *Life* is that it frequently outlines the individual.

In other words, *Our Acts* may become immortal, irrespective of what happens to us.

And so it was with Hubbard's "Message."

To the men intent upon success or "Attainment" in any avenue of life, the Conservation of Time, the ability to act without the waste of precious minutes, is invaluable.

Wherever a man neglects to Carry Through or to carry on, to the best of his ability—thus making it necessary to REPEAT his errand or effort—right there is Lost Motion, Waste and Extravagance.

Our object in sending you a "Message to Garcia" is to help you to re-establish your Maximum Effort in every one of your Company's Undertakings, be they big or little.

Again—Read carefully "A Message to Garcia"—and THINK about it.

Yours truly,

A short period was allowed to elapse, during which time no Conservation Letters appeared. And this "rest period" proved the worth of these letters, for many speculated as to whether they had been stopped or not. Department heads asked one another—even the mail-man was approached! Then when least expected—on a bright Saturday morning—came the best letter yet. The message was short, perhaps shorter than usual, but the point was brought out strongly. The outstanding feature, however—the "business" that impelled and held the attention of each recipient—was the alteration in the letter-head. The same word—CONSERVATIONS—was there; also the orange border and all the rest of the design. But in addition was a jet black line extending through the design, diagonally, and having on each side two or three black crows as if in flight, with their wings extended. This unique arrangement "caught the eye" while the substance of the message following accomplished the rest. This particular letter was worded as follows:

"AS THE CROW FLIES"

To all Representatives  
of The Aetna Companies:

Speaking of the Conservation of Time, consider the Crow.

His flight is straight to the point.

He doesn't spiral as does the Wood Cock, nor dart about like the Swallow, who can and frequently does fly a thousand miles a day in a ten-acre lot.

The Crow gets there.

He arrives without waste of time or effort.

Almost any subject can be talked "around" and "about" until, as Longfellow says, "the longest day is ended," and then be continued for the remainder of the week.

And so, in these days of Conservation, I arise to a point of order and take off my hat to the Coal Black Aviator of the corn field, who, when on business bent, wastes no time in idle meanderings, but instead emphasizes the familiar definition of our school days that a "straight line" in the conduct of business, or conversation, as well as in mathematics, is the "shortest distance between two points."

Yours very truly,

Supplementing these letters were other small publicity stunts, such as printed notices pasted over the top of each electric light switch and worded in an appeal to turn off the electricity when not actually needed, that coal might be saved. Occasional bulletin notices were posted, while, of course, the real practice of economy by the company itself, in its own purchases and management, was taken care of by a special committee appointed under the title of "The Committee on Methods and Economies."

The letters were designed to impress the employe and the department head with the actual worth and need for thrift in the daily transactions of business. And in the branch offices and general agencies away from the home office supervision these letters played an important part. In a human sort of a way they asked a reasonable request with convincing illustration. While no direct results can be traced to such letters, the principle has been firmly implanted, without doubt, through their means. The clerks have caught the idea to such an extent that a rebuke from one to another is common if one errs and attempts to throw away a half used sheet of paper. While at first these remarks were made more in the spirit of good-natured fun, they are now practiced with all seriousness, and as the letters continue along

their original style it is a safe guess that all Aetna-izers will eventually co-operate fully with their organization in trying to promote Conservation.

#### TIME AND OPPORTUNITY

To All Representatives  
of The Aetna Companies:

President Hopkins at the opening of Dartmouth College says:

"Time will be the essence in the contribution which we shall make to the world's rehabilitation — many a man of outstanding ability loses the opportunity of realizing its possibilities and comes to middle age without the satisfaction of accomplishment, because he has never acquired conviction concerning the importance of Time—and many another man of moderate accomplishment could have been a leader among the influential men of his period if earlier he had begun to utilize the time that was his."

*I commend the above to all who are interested in Conservation, as well as to those who look forward to a greater Success.*

*Picture yourself in a race with time running against you in every avenue and pursuit of life. Avoid HURRY, FLURRY and WORRY—for "Haste often makes waste" and WORRY only gums your mental machinery. Therefore, cultivate calmness and deliberation, but don't let that old thief "Procrastination" sidetrack the impulsive to prompt action.*

*The continuous passing of "OLD FATHER TIME" is perpetual motion personified. He never hesitates—the clock is his cash register—*

*every tick is charged against you. Are you getting your money's worth?  
Give yourself a chance—put your ideas into action—not in cold storage.*

Yours truly,

#### A NATION OF "PRODIGAL WASTERS"

*The United States is the most extravagant and wasteful nation in the World.*

*That's the truth—no doubt about it—we're a nation of wasters.*

*And, as extravagance or wastefulness in War time is a plain case of playing into the enemy's hands, suppose we proceed to give the United States the "very devil" for its extravagant "slacker habits."*

*Having pointed out and condemned this nationwide extravagance and wastefulness, let us consider—who is the United States?*

*The "United States" is not the Administration, or the Forty-eight States, or the Labor Unions, or the Capitalists, or the Fellows on the other side of the street.*

*The "United States," so far as helping to exterminate waste is concerned, is OURSELVES. YOU are the United States.*

*I am the United States.*

*In so far as YOU and I are careful in eliminating waste, others will be careful and not one whit more so.*

*Preaching, argument, and oratory will not win the War. Action and example will.*

*Let every one of us say to ourselves, "I am the United States," and beginning NOW I shall cut out wastefulness and let Thrift and Frugality guide my every action.*

*Then and not till then shall we help as we should to win the War.*

Yours truly,

## Color Engravings

By James F. Tobin

*Editor of "Etchings," Published by Gatchel & Manning, Philadelphia*

With this article, the fifth, is concluded this series by Mr. Tobin on engravings as applied to direct-mail advertising. In some respects this is the most important of all he has written.

SITTING at his desk, wondering how to get started on this subject, the writer's eye strayed to the street and he got the jolt of his life. He frantically called to his favorite blonde stenog., and gasped, "Do you see what I see, or am I—?" She saw it, too. Everything was all right. It was a girl wearing a hat with red roses, an orange shirtwaist and a purple skirt. She stood out against the time-mellowed bricks of old Independence Hall like an Italian sunset

in oil amidst a collection of steel engravings. After she passed, the street seemed cold and drab and drear.

Just after her another girl came into the plane of vision bounded by the window frame. She was dressed in white, with a pale green sweater on her arm and a single red rose in her bosom.

If the writer could translate into terms of direct-mail advertising, the impressions made and the principles illustrated by those two girls, he would



cover the subject of color fairly well. One of them slammed your optic nerves with a riot of color that made you blink, but aroused no desire to cultivate her acquaintance, while the other—Oh, boy, you found yourself beginning to dream.

\* \* \* \* \*

The part that color plays in making impressions on the mind can be seen by observing Nature. The universe is a kaleidoscope of everchanging colors and hues. The soft opalescent tints of the dawning day; the gorgeous reds, oranges and translucent greens that follow in the wake of the setting sun; the infinite variety of cool greens in the depths of the woods and the bright spots of brilliant color in the flowers. *Nature always tells her pleasing stories in colors.* Her dull and cheerless browns and grays are for the bleak winter.

We can well study Nature as to the means of presenting our story to those whom we would impress favorably, for the mere use of color, as such, is not enough. Nature has laid down certain laws of harmony and proportion which can not be violated with impunity. Color is a wonderful aid in creating vivid and pleasing mental impressions, but only when the proper colors are associated together in the right proportion and adapted with intelligent thought to the subject.

Particularly is this true in appealing to women. They are more sensitive, naturally, to the refinements of color, and in addition have developed a keener appreciation of its subtleties in daily consideration of their sartorial problems. Hence, they are more prone to notice and be attracted by color. A jarring note in your color scheme will be sensed more quickly by the average woman than by the average man. The psychologists tell us that color is emotional rather than intellectual in its appeal. Which probably explains why women are so agreeably affected by color harmonies and adversely by incongruities.

Color is necessary in advertising illustrations just in proportion as it is desirable to produce a semblance of Nature. Form and shape may be shown in black and white, but color is "natural" and to have the pictured object look "natural," color is needed. But, in advertising, the use of color is a business proposition, not an academic hypothesis. *Color engravings should be used where we can get our messa e "across" more profitably than we could without their aid.* As to when and where this is, no law of universal application can be laid down. Each case must be decided on its own merits.

It has been claimed (*Printing Art*) that a Chicago Mail-order House printed two catalogues, identical in every respect except that one was in black and white and one with illustrations in color, and that the latter brought fifteen times as many sales as the former. The writer has never verified this, but it is entirely credible to any one familiar with the increased sales value of color illustrations.

There are many methods and processes of making Color Engravings. None of them is purely mechanical. The human equation is in evidence in the handling of the work through its various stages. The individual workman's skill, experience and understanding of what is wanted, and the efficiency of the executives, govern the amount and kind of work put on the plates and the consequent time involved. This latter element determines the cost to the buyer, because "time" is the only factor worth considering in the cost of making photo-engravings.

The discriminating use of skill and time makes for a wide variation, not only in the cost but in the character of the work in its relation to given printing conditions. It would therefore be an impossible task to set forth rules of universal application as to the kind of Color Engraving which would, in cost, style and finish, always be suitable for

a particular subject or a given kind of printed matter.

The most that we can hope to do in the space at our disposal is to indicate some of the methods available. Lengthy technical descriptions would not be of much use. They would rather tend to be confusing. The buyer can only learn to select the best method to suit his purpose by experience. He can acquire it himself by the usual costly and laborious method, or he can have the benefit of years of acquired experience by taking his engraver into his confidence. And without cost.

The following are some of the well-known forms of Color Engravings which any well-equipped engraving house can supply:

#### MULTI-COLOR PLATES

Plates made by the use of a "key-plate" and color plates, either half-tone or line, to be printed in two or more colors. Used largely for Posters, Broadsides, etc. Also, where a bit of color is used to emphasize the thing advertised rather than for pictorial effect.

#### BEN DAY PLATES

Plates made by laying tints, line or stipple, on the metal and etching them to produce various tints, textures, color combinations, etc. These are generally employed where effect rather than elaboration of detail is sufficient.

#### TWO COLOR HALFTONES

Two halftone plates, either or both plates containing parts or all of the subject, to be printed in contrasting colors. *The Saturday Evening Post* cover style.

#### THREE COLOR PROCESS PLATES

Printing plates produced from colored copy or the objects, to reproduce the copy or the object in its original colors. Made by the photo-chemical separation of the primary colors, with an etched halftone plate to print in each, red, yellow and blue.

#### FOUR COLOR PROCESS PLATES

Same as the Three, with the addition of a plate to print in black or gray.

The Three Color Process is based on the theory that the three primary colors—red, yellow and blue—may be combined to form any color or shade of color desired. In practice, the results are obtained by engraving one plate to print all the red, one all the yellow, and one all the blue. Color filters and color sensitive photographic plates are used to obtain the negatives from which these printing plates are made.

The Three Color Process has been in use for some years, but it is now a frequent practice to use a fourth plate, to print in black or gray, to obtain the neutral tones and blacks. The majority of reproductions of this class of work are now made by the Four Color Process.

As said above, this Process is based on the theory that any color or tone can be obtained by a combination of the three primary colors. This is true of light rays, but not of the solid pigments that the printer is compelled to use. So some color copies cannot be reproduced in exact facsimile. But with the exception of some unusually delicate tones or brilliant hues, most subjects can be reproduced to closely resemble the original.

Although most plates by this process are made from originals in Water Color, Oil or Pastel, or other copy in full color, it is possible to make very satisfactory sets of Four Color Process work from an original in one color. The degree of success depends on the skill of the workmen.

For ordinary commercial purposes, reproductions in color can be made from the objects direct. In some cases better results are had by using an ordinary photograph, carefully retouched to remove defects.

Whatever the requirements or limitations of an advertiser's business,

there is certainly, in this list of methods, some one that he can use effectively and economically.

But regarding the commercial value of color engravings there can be no question. The best known and most successful advertisers in the country are using them both in magazines and

in printed matter. Full page color displays are common. Catalogues with color illustrations are to be seen everywhere, and it is not on record that any maker of worth-while goods who has used color engravings judiciously has found them unprofitable or has discontinued their use.

## Selling Eggs Direct From the Farm by Mail

By John Hart

*Advertising Manager, "London Opinion," London, England*

It may be a far call from advertising as a vocation to hens as an avocation, but John's been able to make it. He gives you a glimpse here of how he applies the principles of his work to his play—with a thought for you besides.

**I** ESTIMATED that of the 10,000,000 people within a fifty-mile radius of my farm, there were at least 10,000 who would be quite willing to pay at least 10 per cent per dozen over the market price if they could be sure of getting a new-laid egg direct from the nest. Tom Russell thought of the slogan I always use: "Carriage paid same day as laid."

I selected 100 names in a given district and just sat down and wrote them of the difficulties I had experienced in getting new-laid eggs in a town. Most of the eggs were collected from the farmers and the collectors certainly never called more often than once a week and mostly at longer intervals. I pictured the hens on the average farm, drinking the sewage in the farm yard, laying eggs anywhere, such eggs, when found, being sent off as new laid.

I pictured the salesman in the corner grocery smirking: "Oh, yes, Madam; they're just in this morning, sent off yesterday;" and I pictured the difference in taste of a real new-laid egg to the shop variety.

Then I went on to tell them of my spotless white hens, running free on forty acres of grass land, housed in great brick-built sheds, specially constructed with water laid to each house from the Water Company's mains,

just the same water as I drink myself, and if I had not remembered that I have solemnly sworn never to sully my pen with aught but the truth, I felt as if I should have let my pen run away with me.

Then, of course, having endeavored to create the desire, I set about selling the goods. I did not cover up the fact that they would have to take a certain amount of trouble: they would have to own a special box which I was ready to supply; they would have to return the box, carriage paid, if they wanted more eggs; if they did not, then I was prepared to repurchase the box at the price they had paid me for it. The price quoted stood for eight days from the date of the letter. (At the foot of the invoice is printed: "The price of Kendotte eggs is . . . for eight days from the date of this invoice.")

My only follow-up consisted of a book describing the farm and containing twelve pages of photographs. People wanted to be able to see that the farm did exist and wanted to show their friends where the Kendotte eggs came from. Kendotte is my registered trade mark.

Did it sell eggs? Well, I've 3,000 laying hens, and am always oversold and eggs are fetching me ten cents apiece today!

## Saving a Quarter on the Query

By Michael Gross

Seventy per cent return from a single letter is *some* return, and when it saved a Thrift Stamp on each query, the accomplishment is worthy of note. Michael Gross thought so: we think so, and it's dollars to holeproof doughnuts you'll think so, too. But read on.

**A** VERY good friend of the boss, who ran a fair-sized printing establishment in our city, retired from business a few months ago and, as a token of his friendship, turned over to us his list of customers and prospects. Naturally, in this list were represented only such concerns as used printing—and our business was straight lithography. But experience had taught us that a fair percentage of such concerns as were large users of printing invariably used lithographic work of some kind—either in the form of show cards, posters, window displays, or other dealer helps.

Our problem was to separate the sheep from the goats, so to speak, and here is the way we tried to do it—at first. We split the list into sections, roughly dividing the names according to the part of the city in which each prospect was located. These sections were then sub-divided into routes—fifteen names being grouped in each route, according to their proximity one to the other.

The next move was to hand these route sheets to the greenest salesman on our force—a man new to the selling end of the game and getting twenty-five dollars a week. All this man had to do to follow our instructions was to cover one of the route sheets each day, see the fifteen people whose names it contained, and find out whether these concerns used lithographic work or not. He was told to make no attempt to sell the people upon whom he called (this warning, by the way, was the most subtle piece of flattery the boss ever pulled), but merely to get as much information as he could regarding the prospect's lithographic requirements, and record this information on a blank he had been furnished for the purpose.

After his third day out we checked up what our man had accomplished. Here is what we found. On not one of the three days had he succeeded in seeing all fifteen of the people on his route. A few were usually out and, as the noon hour approached, this number increased. Twelve interviews was the most he had been able to get in any one day and out of these only four, at the most, were users of lithography, and therefore capable of being developed into customers.

It didn't take much figuring to show us that twelve calls a day divided into the four-and-some-odd dollars we were paying our man for each day's work amounted to about thirty-five cents a call, and we immediately began looking for some way to bring this price per call down to where we judged it belonged. As a matter of course, we turned to the mails (that old, reliable "eventually—why not now?" medium) and, information being really all we were after, we decided to see if we couldn't get the answers to our queries just as well by means of a letter, thus saving the prospect's time and our money at one stroke.

The salesman, on being quizzed, told us exactly what he said when he finally did get in to see a prospect and we used his "patter" as a guide in preparing our letter. We frankly laid the facts before each prospect, told him exactly what we were after, why we wanted the information, and what we were going to do with it when we got it. Here is the way the finished letter read:

Dear Sir:

A PRINTER IN THIS CITY recently retired from business.

FROM HIS LIST OF CUSTOMERS we secured your name.

WE DON'T DO PRINTING, BUT—

WE DO MAKE LITHOGRAPHED window displays, show cards, hangers, counter signs, and posters.

DO YOU USE ANY OF THESE MEDIUMS in helping to increase the sales of your product?

IF YOU DO, we know you will be interested in seeing samples of the work we have recently turned out for some of the large national advertisers, and the enclosed government post card is for your convenience in letting our representative know when would be the best time for him to call.

IF YOU DO NOT use lithography, and see no chance at all of fitting it into your plans, won't you kindly place a check mark in the square on the postal. We'll take your name off our list immediately and not take up any more of your time in the future.

Yours very truly, etc.,

In each letter was enclosed a government post card bearing our name and address on one side and the following copy on the reverse:

Date.....

Gentlemen:

Yes, we use lithography, and would like your representative to call and see our Mr..... on....., to show him what you have done for other concerns in the way of (please check item) window displays.....; show cards.....; hangers.....; counter signs.....; posters.....;

Yours very truly,

Name.....

Address.....

If you do not use lithography will you kindly place a check mark here:



We estimated that the total cost of each letter, including stationary, proc-

essing, filling in, postal enclosure, and postage, was ten cents—or a saving of a quarter on the price of each query—providing the letters pulled as well and got as much information as did the salesman—a thing that remained to be seen.

We mailed out three hundred of the letters on a Tuesday night—and then sat back to see what the fates which rule over direct mail solicitation had in store for us. Thursday morning 118 post cards came in—thirty of them asking for a salesman to call with samples. Thursday afternoon we got seventy more post card answers, only ten of which, however, came from users of lithography.

By Saturday morning we had received a total of 205 post cards and twelve letters in answer to our mailing—or a return of replies totalling over seventy per cent.

The majority of these answers, as we expected, were to the effect that the prospect did not use lithography, but I submit that in these cases the salesman, making a personal call, would have succeeded in obtaining only the identical information contained in the post-card—and he would have obtained it at a greater cost, a greater chance of finding his prospect out or busy, and a greater consumption of time—both the prospect's and our own.

## Handling Financial Inquiries

By Phillip Vyle

*Advertising Manager, Gillis & Geoghegan, New York*

There are all kinds of inquiries in direct-mail advertising, but it is not difficult to surmise that the inquirer who is interested in making an investment in stocks or bonds is one to be handled with understanding and finesse. Here is some advice, then, that will help those who have this type of inquiries to handle.

A SMALL investor who had bought and paid in full for a few shares (known as an "odd lot") of a preferred railroad stock, later experienced a deferment of dividends by reason of Government control.

Quotations for the stock dropped several dollars a share below his purchase price, but as the elementary values remained undisturbed, the customer reasoned that by the purchase of a few additional shares of the same

railroad, he could "average" to his advantage and would profit in proportion as the quotation swung upward, as is likely when the railroad situation becomes more clear.

His broker wrote that he would not recommend a further purchase of these same shares, for given reasons, but recommended the purchase of another stock quoted at over \$100 a share, adding his willingness to make the purchase on a margin of \$20 a share, this \$20 to be deposited by the customer.

A marginal purchase, it should be explained, is simply that the broker lends the customer the difference between the deposit and the purchase price. The customer pays interest for the money advanced.

Apart from the advice not to buy additional shares of the same Road, the broker's letter was not salesman-ship. The broker's correspondent should have first familiarized himself with the customer's account. This would have revealed several characteristics. It would have shown that the customer was an investor; that his few purchases were made for the dividends and not for buying and selling with a view of gaining or losing by the swing of the market quotations. It would have uncovered the customer's penchant to diversify; also that only a conservative investment was made in any one Company. The record of medium-priced securities would have indicated a man with a limited income. The customer's filing folder would have shown other interesting features.

Thus fortified, the broker's correspondent could have visualized the inquirer's inclinations and, to some extent, at least, his financial ability. He would have seen that a \$100 stock would not appeal to this particular customer, and to the degree that he realized the customer's point of view, would a more *personal* advisory letter have been dictated.

An odd-lot investor wrote his name

on the edge of a broker's advertisement which featured several specialty stocks, and mailed it. This is a common practice that ought to be encouraged, and for two reasons. One, that it avoids all the preamble of securing a letter-head and the writing of a formal letter of inquiry (a line of resistance hard to overcome); second, because the receiving of the clipped advertisement is a coupon, or "key," to the source of the inquiry.

But this is what the specialty broker's correspondent thought about it:

We are in receipt of a clipping of one of our Advertisements with your name and address noted on same.

We do not understand what you wish to know about these stocks. We advertise these securities because we are specialists in them and buy and sell same. These stocks are not listed on any Exchange and the only way a stockholder can sell or buy these securities is through the specialists.

The above letter is dated last November. In December the firm failed!

Even in the event of receiving an inquiry from a non-customer, the aim of the reply should be to determine the class to which the writer may be assigned. Unless the preliminary correspondence reveals this, financial selling is greatly handicapped.

Based on an experience on both sides of the fence, I have thus classified financial inquiries:

Experienced investors

Potential investors

Novices

Speculators

With this classification in mind, a "blanket" form of campaign must be largely negative, as it will not serve this classification. Much depends, of course, on the nature of the advertisement, whether it invites inquiries for specific stocks, bonds or mortgages, or whether it is general in invitation.

Form letters which do not take into account a similar classification invariably assume the inquirer to be a speculator. If the inquirer is a novice, to write him about speculation throws

him into a whirlpool of confusion and hesitation. The novice requires the most thoughtful and personal type of letter in order to secure his confidence.

Generally speaking, it may be said that the speculator (the man who buys and sells on a margin) is rarely interested in bonds or in mortgages for the reason that the market movements are not sufficiently interesting. As a matter of fact, there is no open market for mortgages. It is, therefore, safe to eliminate him when considering replies which originate from this class of security advertising.

Customer cards can be further refined until they form a guide for writing to him in his own language. There is much to be gleaned from the letter-head, handwriting, signature, general make-up of the letter of inquiry, the occupation and business. From this it will be seen that the handling of a financial inquiry has more below, than above, the surface.

Financial advertising is less likely to attract an actually worthless inquiry than possibly any other class of advertising. It may be accepted as a common principle that a financial inquiry originates with people who have money to invest, either at the time of making the inquiry, or, that they are already security holders, but have no funds available at the moment, nevertheless anticipate investing.

These inquiries are valuable material to nurture for orders at a future date.

I have yet to be convinced of the wisdom of arbitrarily discontinuing reminders and follow-ups. The sentiment in some Houses is expressed in a "final" letter about in this style:

If you won't become a customer, we won't send you any more of our market letters (or other form of follow-up).

The entire fabric of securing mail-orders is woven by follow-ups in various guises, and while a system of selection should be adopted, is it not unwise to establish an arbitrary deadline?

I recall many pleasant mail relationships and profitable accounts converted after what seemed an interminable interval. Correspondence and other follow-ups are frequently necessary to establish *confidence*, which is the most essential factor in letter writing on behalf of *legitimate* investments.

## A Letter That Placed \$80,000.00 In Fire Insurance

By Clarence T. Hubbard

**H**OT after all the fire insurance he could possibly write, a progressive New England broker maintained an active mailing list, constantly reminding his prospects via the medium of Uncle Sam.

The best paying letter he ever issued was the following. It brought in 79 inquiries from a mailing list of 350 names and resulted in placing \$80,000 worth of business. This is not a large amount in the fire insurance line, but for a *FIRST* response from a form letter it can be considered unusual.

His follow-ups produced much additional business, while agents did the rest. Yet it was his initial letter, the one printed here, that paved the way for big new and additional business, however.

Here is the substance of the letter, the opening number being "filled-in" to fit the addressee's district, the town possessing a large fire bell that announced in rounds the location of a fire:

Dear Sir:—

SIXTY THREE!

When you hear that number do little chills chase themselves up and down your spine?

When the old fire bell thunders out this familiar number what do you do? You hustle over to the phone and call up the Mrs. to find out WHOSE place is on fire. And when she says YOUR place is O. K.—well, ain't it a grand and glorious feelin'?

Why???

I'll tell you why. You didn't want to lose that paid-up piano or that golf trophy on the wall. You hated the thought of seeing the

walls cave in—especially the one you fixed yourself. You worried—not so much over the loss of the furniture, or even the house—all that **COULD** be replaced. But you did worry over the **COST!**

The man without fire insurance and the man without **ENOUGH** fire insurance are both unfortunate folks when the bell announces **THEIR** number.

Fires are no respecters of persons. They come when they please and are hard to put out. They **NEVER** go away without leaving a good trail and the queerest part of it all is that **FIRES ARE GENERALLY THE OTHER PERSON'S FAULT!**

This letter is not written to scare you—the bell will do that if you are not properly protected. It is written to urge you to bring to action the matter of taking out that **FIRE INSURANCE** you have neglected because of this, that and the other thing, knowing all the time, you really ought to have it.

Place your risk with an agent that **PROTECTS** somebody's Bank Account every time the fire bell rings—**BLANKS**

Yours for better protection.

## A Druggist Who Believed In Letters

By Clarence T. Hubbard

**L**ETTERS are the most successful advertising medium I've used." So admitted Harrison, the live wire druggist, who has tried everything from house organs to newspaper publicity. "Letters," he further declared, "add a personal touch which seems to just fill the bill for my line."

Harrison proved his statement in the flourishing business he enjoyed. Realizing that his location would not permit attracting the entire city's trade, he concentrated his efforts on the particular neighborhood where he had "set his stand." He felt the results were the outcome of a "friendly feeling" the letters had stimulated. In short, his breezy advertising letters, plus his real service, thoroughly popularized the store.

Here is the type of letter Harrison employs:

Dear Sir:

Tomorrow morning on your way to work, take a look at my front windows—please!

I'll tell you why:

In these windows I've grouped together a

combination of "health remedies"—not patent medicine or "over-night cures"—but an array of honest-to-goodness toilet accessories very conducive to good health and clean living.

Just take a short look and you will see some special antiseptic soaps (good stuff, too), that I am offering just a little below the regular price as a sort of get-acquainted proposition. Then there are some bargain throat washes, some standard tooth pastes, a few first-aid remedies, and a lot of other useful and quite **NECESSARY** toilet articles.

You need them—really! They are all standard, dependable things (nothing of my own manufacture), and, as I said, a trifle off price this week.

On your way to work take a peep at them—will you?

These letters the druggist had processed and sent to a list of worthwhile neighbors. These names he secured by setting his two junior clerks on the job during the portions of the day when trade was light, having them copy down the names and addresses from a telephone book, of all nearby residents. After the list was compiled he sorted out the desirable names and made a play for them with these occasional form letters.

Here is an original communication he plans to use around April:

Dear Sir:

I expect the thermometer will work somewhat overtime this month. Little old mercury will be on the jump for fair.

You see, April, as a month, is a funny proposition. One day it's cold, the next warm. One week is all rain, and the following all wind. As one of my customers expressed it: "If you can live through April, you can live through the rest of the year!"

All of which leads me to strongly believe you will want some special things this month—some anti-cold-in-the-head remedies and surely some Spring Tonic. You're not going to let April fool you with its queer weather? Not after the year we've had!

Drop in some night and look over our stock of health protections. Better do it soon, before you are prompted by some doctor's expensive advice to do so.

We thank those readers who responded to our request and sent us samples of their illustrated letter heads. We can still make use of others, so if you've used this type of letter head in your advertising, let us hear from you.



# The MAILBAG

*A Journal of Direct-Mail  
(10c a copy) Advertising (\$1.00 a year)*

Mailbag Publishing Co., Publishers

Office: 1800 East Fortieth St., Cleveland, Ohio. Tim Thrift, President and General Manager. Wm. C. Dunlap, Secretary and Treasurer. S. M. Goldberg, Eastern Manager, 308 Fifth Avenue, New York. W. B. Conant, Western Manager, 348 People's Gas Bldg., Chicago.

Issued monthly. Subscription price, \$1.00 a year. Ten cents a copy. Advertising rates upon application.



TIM THRIFT, EDITOR

March, 1919

Vol. 2

No. 12

**W**E know of an advertiser who conducts a systematic follow-up system by mail to a list of selected prospects. His mailing features—folders, letters, etc.—are sent out at intervals of two weeks.

They're *sent out*, mark you; but when they're received is quite another story, thanks to our "excellent" postal system. Oftentimes prospects get two, three and even four features in the same mail delivery. And, of course, the follow-up effect the advertiser seeks is entirely lost.

The name of his case is *legion*.

We have similar troubles—and most exasperating they are—with THE MAILBAG. It is no uncommon thing to get a complaint that the magazine hasn't been received, or to be told that a certain number arrived a month or so late.

This magazine is mailed between the 10th and 15th of the month it is dated. Ten days should be the limit for its delivery. But in Cleveland, alone, two, three and four weeks is no exception on delivery.

We tried to "grin and bear it" while war conditions prevailed. We were told that men were at a premium; that the post-office was doing all that it possibly could under most adverse conditions; that when the railroads were not concentrated on troop and war material movements things would adjust themselves.

But things haven't adjusted themselves, and they don't seem likely to adjust themselves for some time to come.

The trouble lies in Washington, not in the local post-offices throughout the country. If our business was run—if your business was run—as the post-office business is run, it would have gone to smash long ago and we'd all be looking for a job—without recommendations!

It is about time that the business interests of this country quit putting up with this intolerable condition. The post-office is an essential part of direct-mail advertising. Direct-mail advertising is an essential part of business.

Something can, and should, be done. And that something is for the business interests, big and little, to put up such a kick at Washington that some attention will be paid to it. Bombard your Congressmen with the kind of protests that will show you mean business. If enough of you do this it's bound to make some kind of a dent on their consciousness.

What has been said of third-class mail is just as true of first-class mail. Special delivery letters are a joke. We've had 'em take longer, by days, than ordinary letters. We pay the piper, but there's darn little harmony in his music.

Think it over—then put in your "kick."

If you take any action on the above suggestion, we shall be interested in learning the result, whether your protest is to your Congressman or direct to the Postmaster General.

# —that's “something else again.”

If you sell through the retailer, getting Mrs. Consumer to ask for your goods—well, harder things than that have been done.

But getting what she asks for—that's something else again.

We have a two-fisted plan to help you see that she gets what she asks for and builds up a dealer good-will asset at the same time.

We'll be glad to tell you more about it upon request.

## **Buckley, Dement & Co.**

*Direct-Mail Sales Helps*

**BUCKLEY,  
DEMENT & CO.  
633 Sherman Street,  
Chicago, Ill.**

Gentlemen:—We would like  
to know more about your method  
of cultivating the dealer and his clerks.

Name .....

Address .....

Firm .....

*Please mention THE MAILBAG when answering advertisements. Thank you.*



## Good-bye to Makeshift Scissors and Knife—

When you know the convenience—in any department of your business—advertising, sales, art, printing, multigraph—of

### The Crown Paper and Card Cutter

A perfect cutting machine for office use. Made with the Bradley Self-Lifting Blade. Comes back to cutting position after each cut, leaving both hands of the operator free to manipulate paper.

**Milton  
Bradley Company**  
Springfield, Mass.

Send us information and details on your complete line of paper cutters.

Name.....

.....

Address.....

.....

So constructed that the blades touch only at the cutting point (an important feature), giving a drawing cut to the knives and absolutely preventing the paper from "buckling" or dragging.

The blades are tempered steel—stay sharp—cut straight and true. Tension easily adjusted.

The Crown has a cutting table, accurately gauged to half-inches—12x15 in. in size. Price of this "Royal Blade" only \$18.00.

*The Bradley Line Includes Cutters For Every Office Need—*

The Crown is an all-around general utility cutter. We manufacture other cutters, ranging in size (cut) from 6 in. to 30½ in. and in price from \$1.75 to \$45.00. Small sizes will cut tissue or heavy paper and light cardboard. Large sizes will cut heavy cardboard and even cloth, leather and light metals.

**MILTON BRADLEY COMPANY**  
Springfield, Mass.

# THIS COUPON WILL BRING YOU COMPARATIVE PRICES— YOU COMPARE THE QUALITY LABELS **PLUS**

Individualized manufacture of labels means a care to detail that makes labels distinctive, interesting and worthy the use.

Once you have seen the labels that we have made you will appreciate why our business has been built up on quality and service.

The quality tells its own story—

So, we suggest that you send the coupon below, attach it to one of the labels that you are at present using, tell us the quantity and we'll compare prices and quality for you by return mail.

## THE FRANK G. SHUMAN COMPANY

*Manufacturers of Paper and Metal Specialties*

168 North Michigan Ave.

CHICAGO, ILL.



We buy.....labels at a time.

Can you improve the label or interest us in a better price?.....

Send samples.....

Name.....

Address.....

*Please mention THE MAILBAG when answering advertisements. Thank you.*

**Day and Night  
Service  
All the Year  
Around  
The Best  
Quality Work  
Handled by  
Daylight**



*One of the largest and most completely  
equipped printing plants in the United States*

**Printing and  
Advertising  
Advisers**

**The Co-operative and  
Clearing House  
for the  
Printing of Catalogues  
and Publications**

**THE GREAT CENTRAL MARKET**

# **CATALOGUE AND PUBLICATION PRINTERS**

Business methods and financial  
standing the highest.

**Artists—Engravers—Electrotypers**

Inquire Credit Agencies and  
First National Bank, Chicago.

## **OUR SPECIALTIES**

- (1) Catalogues
  - (2) Booklets
  - (3) Trade Papers
  - (4) Magazines
  - (5) House Organs
  - (6) Price Lists
  - (7) Also Such Printing as  
Proceedings, Directories, His-  
tories, Books and the like.
- Our Complete Printing  
Equipment embraces:

### **TYPESETTING**

(Linotype, Monotype and  
Hand)

### **PRESSWORK**

(The usual, also Color and  
Rotary)

### **BINDING**

(The usual, also Machine  
Gathering, Covering and  
Wireless Binding)

**MAILING  
ELECTROTYPING  
ENGRAVING  
DESIGNING  
ART WORK**

If You Want advertising serv-  
ice or information we will be  
glad to assist or advise you.

**Make a Printing Connection  
with a Specialist and a Large  
and Reliable Printing House**

## **Proper Quality**

Because of up-to-date equipment and  
best workmen.

## **Quick Delivery**

Because of automatic machinery and  
day and night service.

## **Right Price**

Because of superior facilities and effi-  
cient management.

Let us estimate on your catalogues and  
publications.

**We are Strong on Our Specialties  
Particularly the Larger Orders**

## **USE NEW TYPE**

**For CATALOGUES  
and ADVERTISEMENTS**  
We have a large battery of  
type casting machines and  
use the type once only. We  
have all standard faces and  
special type faces will be  
furnished if desired.

### **Clean Linotype and Monotype Faces**

We have a large number of  
linotype and monotype ma-  
chines and expert operators.  
We have the standard faces  
and special type faces will be  
furnished if desired.

### **Good Presswork**

We have a large number of  
up-to-date presses—the usual,  
also color presses and rotaries  
—and our pressmen and feed-  
ers are the best.

### **Binding and Mailing Service**

We have up-to-date gathering,  
stitching and covering ma-  
chines; also do **wireless bind-  
ing**. The facilities of our bind-  
ery and mailing departments  
are so large that we deliver  
to the post office or customers  
as fast as the presses print.

**ROGERS & HALL CO.** Polk & La Salle Sts., CHICAGO  
Phone Wabash 3381—Local and Long Distance

# PRINTING

## CATALOGS—BOOKLETS—FOLDERS PUBLICATIONS—HOUSE ORGANS

A well-known business publication recently conducted an investigation on motives for advertising in 1919. Here are some of the things they learned:

"It's the best year to be forgotten if you don't advertise."

"This is a time of changes. The public is ready to try anything—once. If you want them to try your product—advertise; if you want to keep them from trying competitive goods—advertise."

"A time of flux calls for the protection that advertising can give and it is a time when advertising should pay unusually well."

"Advertising now is getting us ready for the cat's jump."

The essence of these is that **THIS IS THE YEAR TO ADVERTISE.**

Our business is to print **ADVERTISING**—catalogs, booklets, folders, broadsides, house organs, publications, magazines, trade papers—and, particularly, big editions.

Our work is rather universally known for these qualities—it's well printed, inexpensively printed and **DELIVERED WHEN PROMISED.**

In your 1919 program Kenfield-Leach Service fits in somewhere. Let's get together and see where—to mutual advantage.

## KENFIELD-LEACH COMPANY

612 FEDERAL STREET

CHICAGO, ILLINOIS

PRINTERS OF 101 PUBLICATIONS

*Please mention THE MAILBAG when answering advertisements. Thank you.*

***D**IRECT Advertising is the best form of advertising.  
The House Organ is the best form of direct advertising.*

The House Organ is the cheapest form of advertising—results considered.

The David Gibson Company have the most efficient form of house organ, and a complete house organ service, at a price within the range of:

Rural Merchants for reaching former customers in a wide area.

Outskirt City Merchants with trade in a limited territory.

Saving Banks, Building Associations.

City and Rural Coal and Lumber Yards.

Printers.

Manufacturers and Jobbers who reach limited lines or territories.

We make this service as complete as you want it—even to mailing.

Our type of house organ combines every form of advertising; it accomplishes more than could be expected of advertising; it gets new customers, and makes better customers of old ones.

Our type of house organ even does much of the work of personal salesmanship—at least it helps.

We don't sew you up in any long-time contracts—just month to month—the best long-time contract we make with you is the quality of our type of house organ and service.

Samples and prices for the asking.

In writing tell us the nature of your business so we can decide how you can best use a house organ—or whether you can use it at all, for we will not sell you our service unless it will earn money for you.

**THE DAVID GIBSON COMPANY**

812 Huron Road

Cleveland, Ohio

*Please mention THE MAILBAG when answering advertisements. Thank you.*

# The greatest invention in envelopes since the invention of the envelope itself—

That summarizes what "Letter-Pack-It" mailing devices mean in modern business—in direct-mail advertising, in sales promotion, in general correspondence. They make it possible for you to mail—in ONE envelope—both letter and catalog, booklet or other supplementary matter—at the same postage cost as when mailed separately.



## "Letter-Pack-It" System

The line includes special patented devices—all possessing the "get 'em there together" feature—for practically any mailing purpose. A request on your business stationery will bring literature, details and prices—in a "Letter-Pack-It" envelope.

### "Letter-Pack-It" System

(Reg. U. S. Pat. Office)

370 Holden Ave.

Detroit, Mich.

These "Letter-Pack-It" Advantages give you a running start over competition—

1. One envelope does the work of two.
2. Does away with the attendant delays and annoyances of "under separate cover."
3. Reduces possibility of errors—loss of catalog.
4. Complete data can be submitted, with nothing to stand in the way of a quick response.
5. Prevents your catalog going to one department; your letter to another.
6. Places your catalog with your prospect's first-class mail—a shrewd sales tactic.

Please mention THE MAILBAG when answering advertisements. Thank you.





## Sales Builders and Boosters

From a limited cartoon service, consisting of several cartoon series a month, Hop Service has grown until it is the biggest thing of its kind in the country. Each month customers have a choice of these snappy, up-to-the-minute cartoon series, in seven standard cut sizes, or in prints for enclosing purposes—



**Quota Spurs (For Salesmen)**  
**Gosh Aint It Encouragin' (For Salesmen)**  
**Gosh Aint It Discouragin' (For Salesmen)**  
**The Business Calendar (For Salesmen)**  
**Selling Boosts (For Salesmen)**  
**This Salesman Is A Bird (For Salesmen)**  
**Goats (For Salesmen)**  
**Trade Builders (For Dealers)**  
**Dealers' Anxious Moments (For Dealers)**  
**Window Display Aids (For Dealers)**  
**Dealer Pep (For Dealers)**  
**Employees' Anxious Moments (For Employees)**  
**Business Reconstruction (For General Use)**  
**Thirty Noozies (For All Purposes)**

The selection includes just the right cartoon or cartoons to impress the lesson you want to teach; to fit in that odd space in the house organ; to pep up that sales bulletin; to illustrate that point you've always wanted to put over; to serve a hundred and one purposes in advertising and sales work. The reproduction rights and the cost of the cuts is many times less for any *five* of these features than it would cost you to have a single cartoon made especially for your business. And it would be difficult to get such clever and original ideas, even then, for Hop Service artists are trained in advertising and selling problems—they know how to interpret the "big idea"—put across an "eyefull" in pictures—without leaving a sting that hurts.

Please mention **THE MAILBAG** when answering advertisements. Thank you.



## Monthly Proof Sheets of HOP SERVICE Cartoons Sent **FREE**

While our present advertising campaign is on we will send our big Monthly Proof Sheets of sales and advertising cartoons **FREE** (see coupon below). Following this, they will be sent to customers only, who contract to use at least \$50.00 worth of cuts a year.

These proof sheets will show, during the year, not less than 156 special feature cartoons, all different (at least 13 each month) and 360 "NOOZIES" (at least 30 each month).

Every cartoon in this big selection will be designed to help you put your sales message across—to aid you in building up morale in your organization—to do its big bit in the push toward the 1919 business goal. Each will be a real result-producing idea—camouflaged with humor.

### You Don't Have To Subscribe, Now—

Just return the coupon and let us send you the January, February and March Proof Sheets. We make this offer because we feel sure that you'll become a Hop Service enthusiast, as have hundreds of others throughout the country—and because when you see the wealth of sales and advertising ideas we spread before you each month you'll quickly figure scores of places where Hop Cartoons will fill a "long-felt want."

### HOP SERVICE

Advertising Bldg.

Chicago, Ill.

**HOP SERVICE**  
Advertising Bldg.  
Chicago, Ill.

Send us your January, February and March Proof Sheets in order that we may determine whether or not we can use your Service. It is understood there is no obligation.

Send To .....

Concern .....

Address .....

Please mention **THE MAILBAG** when answering advertisements. Thank you.

# One Girl Mails a Whole State in 18 Days

—a letter to 1,600,848 homes in Illinois. With a Mail-O-Meter it takes her only 18 days to seal, stamp and count this mass of mail. By hand, 305 days would be required to do the same amount of work. Paying her \$1.50 a day, a direct saving of \$430.50 is made on wages alone. Worth considering, isn't it?

The Mail-O-Meter SEALS—STAMPS—COUNTS—250 letters or circulars a minute. Besides putting speed into your mailing room it gets mailings out on schedule—gives accurate machine check on postage account—replaces 10 to 15 girls using old method—prevents theft by keeping stamps under lock and key—saves on payroll and pays for itself in a short time.

Every Mail-O-Meter sold has earned dollars for large and small concerns alike. Let us show you how it will earn dividends in your business.

39 S. LaSalle St. **MAIL-O-METER** SALES COMPANY Chicago, Illinois

Please mention THE MAILBAG when answering advertisements. Thank you.

# Attractive Circular Envelopes

*Plus*  
**Convincing Literature**  
*Equals*  
**Increased Sales**



is the proper equation. The envelope comes first. It flashes an impression to your prospect before he opens it. Does that flash pick up his attention—Does it arouse his curiosity—Does it suggest the value of the contents? If you are not sure that your present circular envelopes do then send for this book about

## SEWELL-CLAPP-ENVELOPES

Read it through in four minutes and see how easy it is to save \$19.50 on every thousand circular letters. Also how easy it is (and this is more important) to make your circular envelopes an active, productive factor of your direct-mail efforts. The reading of this book will be four minutes well spent.

Attach the coupon below to your business letter-head and mail to us for your copy.

Let us send you this book with our compliments. It will give you a "slant" on circular envelopes that may not have occurred to you before.

## SEWELL - CLAPP - ENVELOPES

Makers of envelopes for all purposes  
 Established 1875

18 N. DESPLAINES ST., CHICAGO, U. S. A.

### COUPON

SEWELL-CLAPP-ENVELOPES, 18 N. Desplaines St., Chicago, Ill.  
 Gentlemen:

Please send me booklet—"Circular Envelopes and Their Power to Produce Sales." I am interested in getting better returns out of my direct-by-mail sales literature. Our regular letterhead is attached. (Sign name and address in margin below.)



# The Long-haired



## Get a

**T**HE Multigraph produces real printing and form typewriting in the privacy of your own establishment. Large and small equipments for any size business. Easy payments, if desired.

Please mention **THE MAILBAG** when answering advertisements. Thank you.

# Advertising Man

of bygone days, who wore long flowing ties and filled his sentences with ponderous polysyllabic words to show how much he knew, does not exist today.

The advertising man who makes new records for himself and for his company today is just the opposite of that. He is before all else a crisp and clean-cut *business man*. His middle name is *ACTION*. He watches costs as closely as a crabbed auditor and yet he's wise enough to *SPEND* by thousands and by hundred thousands.

And the advertising men of America today have a far more vital and important function to perform than they have ever had before. With economy of time and energy a most vital factor, with competition growing keener every day, with new and complex selling problems coming up, the advertising men have got to send ahead of every selling force a powerful barrage of selling shells so that the opposition will be battered down *before the salesmen call*.

For this barrage the advertising man has two main types of ordnance at his command—high calibered artillery and *RAPID-FIRE GUNS*. His artillery consists of pages in the daily, weekly, and monthly publications; and his rapid-fire gun is the modern *MULTIGRAPH*.

For all his rapid-fire work he puts his main dependence in the Multigraph because it fires *5,000 shots an hour*, because it's ready for attack at any instant, and because the cost of shells it fires is 25 to 75 per cent below the cost of ammunition prepared by old-time methods, whether that ammunition be in the form of *folders, circulars, mailing cards or letters*. We'll gladly send full information if you'll fill the coupon out and send it in.

*You Can't Buy a Multigraph Unless You Need It*

# MULTIGRAPH

## THE MULTIGRAPH

1822 E. 40th St., Cleveland, O.

Please give me full information about the rapid-fire Multigraph.

Name \_\_\_\_\_

Official Position \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ M. B.---Mar.

Please mention THE MAILBAG when answering advertisements. Thank you.





## *Like a fire on a hill*

**T**HE first duty of the illustration—especially in direct-by-mail advertising—is to stand out like a fire on a hill, and challenge the attention of both the busiest and the laziest man into whose hands it may fall. Its second duty—according to our way of thinking—is to help sell goods.

With these facts in mind, our method is first to work out an *idea* that will sell goods, and then to produce a design and a color scheme that will put the idea across.

This may sound simple enough, but you will realize its full significance when you critically examine a few samples of our work.

Send for the samples; enclose specimens of what you are now using or tell us what you are most interested in.

### **ADVERTISING ARTISTS, INC.**

33 West 42nd St.,

Aeolian Building

New York, N. Y.

## Fenton Gummed Labels

We have done two notable things in Gummed Label making that are not usually associated—raised the standard and lowered the price. We are making better labels at the same time that we are making them cost less.

Someone else's higher price may not be due to the desire for too much profit, but lack of right facilities.

No other concern has the equipment for making gummed labels of the better sort that we have—had to design some of our machinery ourselves.

Every part of this equipment means better labels for less money by cutting out cumbersome and time-wasting methods.

We say it boldly—No one else in the country can sell our kind of labels at our prices.

## Fenton Label Company, Inc.

Ninth and Thompson Sts.

Philadelphia, Pa.



# What the Sig-No-Graph has done for



## "On the Road"

One of the best features of a Sig-No-Graph (Silent Salesman) is that it can *travel* and that it never loafs on a road job.

Packed in a special case—made to withstand hard knocks—it will cover a territory at a minimum of expense and produce maximum results—for the dealer, the product and the house.

This is well instanced in the case of the Duofold Health Underwear Co., one of many Sig-No-Graph users who employ this silent salesman for both resident and territorial salesmanship.

Our road service includes ideas and plans for the use of Sig-No-Graphs *on the road*—gained through several years' practical experience with such work—as well as the physical details of packing, routing, shipping, displaying, etc.

## THE SIG-NO-GRAPH

is an electric display feature, unlike any other advertising display sign or device on the market. It flashes your advertising message or design in new color combinations every five seconds—2500 different combinations in three and a half hours. Simple in construction; easily handled; runs automatically.

Advertisers—particularly those with a "dealer problem"—will receive valuable suggestions upon request.

431-435 S. Dearborn St.

**NATHAN HERZOG**

CHICAGO, ILL.

## DUOFOLD HEALTH UNDERWEAR COMPANY

Manufacturers of Patented Underwear  
(FOR)

**Men, Women and  
Children**

**MOHAWK, N. Y.**

We believe it only right to explain to you our satisfaction with the Sig-No-Graphs and the intelligent service you have rendered us.

From all reports received thus far, our customers have been more than pleased with the signs and have given them rather unusual, prominent display.

While the sign pleased us the real test naturally was how our customers would view it; and now since the signs have been out we don't mind saying that they have proved a thorough success.

When we placed our order we were a little hesitant because of former experience with similar advertising material wherein service from the manufacturer was lacking—in intelligent handling of the proposition and particularly in packing and shipping. In these regards also we do not hesitate to compliment you and assure you that we have been thoroughly pleased on that score also.

Yours truly,  
Duofold Health Underwear Co.  
TEM:M

## Don't you want a new mailing list of good prospects for your Business?

We furnish them. Ask for our Silent Salesman No. 93 for Jan. 1919. It's free, showing about 3,000 classified mailing lists, the number in them and the price. Here is a sample of how they run. Any list you want; we have it.

153—Aeroplane Mfg. and Aviation Supply Dealers.....	\$ 2.50	5,592—Auto Truck Dealers, Per M	\$4.00
6,848—Academies, Colleges, etc., Per M.....	4.00	150,000—Auto Truck Owners, U. S., Per M.....	7.50
204—Acetylene Town Plants.....	1.50	3,395—Bakers and Confectioners, U. S. and Canada (Whol.)	6.50
198—Acid, Liquid Carbonic Mfrs.	1.00	29,512—Banks, all kinds, Per M...	3.50
1,042—Advertising Novelty Mfrs. and Jobbers.....	5.00	465—Bedding Mfrs.....	3.00
3,736—Agencies, Collection in principal cities.....	12.00	149—Belt Dressing Mfrs.....	1.50
7,937—Agents' Manufacturers, Per M.....	3.00	76—Belting Mfrs., Rubbers.....	1.00
1,009—Agric. Implement Mfrs.....	5.00	111—Billiard Table Mfrs. and Bowling Alley Bldrs.....	1.50
4,735—American Millionaires, Per M.....	10.00	274—Billiard Supply Houses.....	2.00
535—Amusement Parks.....	4.00	53,599—Blacksmiths, Per M.....	3.50
25,097—Amusement Places and Theatres, Per M.....	3.50	37,328—Booksellers and Stationers, includes all stores handling same, per M.....	4.00
44,905—Auto Dealers, Per M.....	3.00	5,100—Booksellers, Excl., Per M...	3.00
8,102—Auto Dealers, Ford.....	20.00	28,923—Boot and Shoe Dirs., Retail, Per M.....	3.50
47,117—Auto Garages, Per M.....	3.00	35,000—Breeders of Live Stock, Per M.....	3.50
404—Auto Mfrs. U. S. and Canada	3.00	47,276—Builders, Contractors and Carpenters, Per M.....	3.50
4,675,305—Auto Owners, Per M.....	2.50	1,220—Butter and Eggs, Whol....	4.00
1,737,485—Auto Owners, Ford, Per M.....	2.50	38,000—Cigars and Tobaccos, Retail, Per M.....	4.00
44,953—Auto Repairs, Per M.....	3.00	3,205—Confectioners, Wholesale, and Mfrs.....	6.00
56,111—Auto Supplies, Per M.....	3.00	4,268—Consulting and Mechanical Engineers.....	10.00
1,505—Auto Supply, Wholesale...	5.00		
1,693—Auto Tire Vulcanizing Companies.....	5.00		

P. S. These are times when you can get new business by direct advertising at  $\frac{1}{4}$  the cost of traveling salesmen. Ask for our Literature now. You will receive others besides the Silent Salesman that will be most valuable to you.

We have been furnishing Mailing Lists for 36 years and have over 5,000 customers all over the United States. Our Mailing Lists are type-written, show Financial Ratings in dollars, and are all 1918 compilations.

## TRADE CIRCULAR ADDRESSING COMPANY

166  $\frac{1}{2}$  W. Adams St.

CHICAGO

Established 1880

Telephone: Franklin 1182

Please mention THE MAILBAG when answering advertisements. Thank you.

## A GREAT PROVISION MARKET WAS STEADILY LOSING CUSTOMERS AND PATRONAGE

(Advertisement No. 3)

The proprietor consulted us in alarm—his service and prices were equal to that of his best competitors yet past customers were forsaking him in bunches.

Why?

On the correct answer depended his business existence.

Our Specialist analyzed the whole situation with great care. The business was using the wrong kind of advertising effort. The Report, based on findings, was enthrallingly interesting to thousands of business men because of the way the *basic error* was detected, the business faced right-about and put on the path of permanent profit and goodwill—goodwill that otherwise would have been seriously impaired or destroyed in a relatively short period of time.

This Analysis was published in last year's **KNOWLEDGE**; it publishes such Reports constantly. Made by a nationally famed specialist on actual business problems, at his full fee, **KNOWLEDGE** readers receive the conclusions and principles derived, *without cost*. This is one of the features of **KNOWLEDGE** that give it its nation-wide circulation among business men seeking success by the quickest and most logical route.

THREE MONTHLY ISSUES OF **KNOWLEDGE** MAILED WITHOUT CHARGE TO ANY READER OF THE MAILBAG WHO REQUESTS IT.

THE DANDO COMPANY  
PHILADELPHIA, PA.

## Intensive Selling

book by Flint McNaughton shows ways to win inquiries, orders; aid salesmen; help national advertising; build good will. *Enclosure methods* used in taking advantage of distribution. A digest of *needed facts* and data. Cloth bound, illustrated, index, side bands. Order *Send \$2 direct* or ask for literature. *through bookdealer.*

SELLING AID, 634 Sherman Street, CHICAGO



## They Promote Efficiency

With Graffco Vise Index Tabs attached to the leaves of books, ledgers, etc., the proper page can be found at once—desired data comes to light instantly.

**Graffco**  
TRADE MARK REG. U. S. PAT. OFF.

## Vise Index Tabs

have clear, attractive, washable faces and a grip that never loosens of itself. Their use insures facility and dispatch in posting and finding data.

Write today for prices and information about Tabs; also other Graffco Products.



**Graffco**  
TRADE MARK REG. U. S. PAT. OFF.

## Vise Signals

are offsetting war's bad effect in busy office records; they allay suspicion that some detail is "going wrong." Bright little markers in 12 colors, reminding automatically of any detail. Attach to book, file or card index and tell at a glance as to credits, deliveries, follow-ups, etc.; prevent mistakes and save confusion.

## WISE CLIPS

stay put;—the patent steel grip does it. Vise Clips won't work off or work loose or work around at all. they just WORK. Wide-awake folk depend on them. A try-out will please you; send for samples.



No. 2

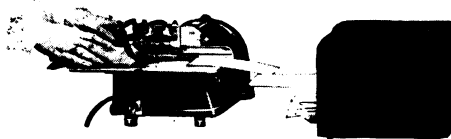
GEORGE B. GRAFF COMPANY  
294 Washington St., Boston, Mass.  
Mfrs. of Time-saving Office Devices

Please mention THE MAILBAG when answering advertisements. Thank you.

## THE LIGHTNING LETTER OPENER

has the unqualified endorsement of more than six thousand progressive business concerns simply because it saves a considerable amount of time for busy executives and department-heads every working day of the year.

Our booklet tells WHY the "LIGHTNING" is so valuable to any office having a heavy incoming mail and gives the names of prominent business houses in your locality now using this improved system enthusiastically.



*Motor Driven LIGHTNING LETTER OPENER opens letters twenty-five times faster than can be done by hand.*

SEND FOR THIS  
BOOKLET TODAY

THE  
BIRCHER CO., Inc.  
ROCHESTER, N. Y.



### A HOUSE ORGAN—

turned out to fit the particular requirements of your business can accomplish the same good results as magazines we are editing and publishing for others.

Not a syndicate proposition.

Ask us to give outline of what a house magazine can do for you among your employees, dealers, salesmen or prospects.

GEORGE SETON THOMPSON CO.  
Specialists in Editing House  
Publications  
124 W. Polk St. CHICAGO



*Our Map Pins.  
Exact Size.*

### EDEXCO MAP PINS

*Will Not Peel or Chip*  
Solid glass heads. Steel points. Stay where you put them. 2 sizes—16 colors. Color runs all the way through.

#### Maps for Sales Plans

Entire U. S. or separate states. Convenient sizes.

**Plotting Paper for Charts** to show sales, costs, profits and other vital statistics.

Send 50c Stamps or Coin for Big Sample Package

containing Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards and Catalog of Supplies for making GRAPHIC RECORDS. Catalog alone sent free if desired.

### EDUCATIONAL EXHIBITION CO.

131 Custom House St., PROVIDENCE, R. I.

Please mention THE MAILBAG when answering advertisements. Thank you.

**MAIL AND LETTER SPECIALTIES  
THAT SAVE TIME AND LABOR**

**The Carrier Mail Distributor**



Base 9x12—15 in. high  
distribution of contents, or filing. Center space for packages. Occupies little space; easy to reach; strong and durable; all steel, finished in popular olive green color. With Six Trays, \$6.00. Additional Trays, \$1.00 per pair.

**The Carrier Steel Stationery File**



All Steel Stationery File  
14 in. Keeps stationery clean, accessible; saves time, money, patience. Size, 9x3 $\frac{3}{4}$ x19 in. Olive green finish. Price, \$7.00; With Cover, \$8.00. Write for Catalog.

Carrier-McCord Co., Inc.,

Minneapolis, Minn.

# A Man

who was for six years Advertising Manager of a \$5,000,000 department of the world's greatest mail-order house will furnish you with sales letters, mail-order plans and ideas; will criticize your present plans and literature and let you set the fee for his services *after you see results.*

He is now Advertising Manager of a \$7,000,000 manufacturing concern and does this work as a *hobby*; and to help other mail-order men.

Address Effective, care MAILBAG

**SAVE 65%**

of your Multigraph Ribbon  
cost by using a

## HALCO Re-Inking Machine

Hundreds of other Multigraph owners are saving money by using this machine. Why not you?

Write for complete information  
TODAY.

**THE SHALLCROSS CO.**

119 S. 4th St.

Philadelphia

**JAMES WALLEN**

—  
*Advertising  
Literature  
Specialist of  
Nation-Wide  
Reputation*  
—

**186 West Chippewa  
Street**

Buffalo

N. Y.

You Need No "Service Man" With the

# REYNOLDS ENVELOPE SEALER



It has no intricate mechanism to get out of order; no wicks, bands or belts; no adjustments to make. Thousands are in operation in the offices of large and small concerns; in cities and in isolated localities; and they do their work year in and year out without the need of a repair or the loss of a day's time.

The Reynolds Envelope Sealer is the most simple, durable, reliable and cheapest to operate. Eliminates the need for big machines that cost hundreds of dollars. Instead, with your office boy or girl, you can take care of all sizes and kinds of envelopes, without a change or adjustment. No supplies required. The first cost is the final cost. Size 7x8x14 in. Weight, 21 lbs.

**PRICE \$38.00**

*Details of our Special Trial Offer and further information gladly sent upon request.*

**REYNOLDS ENVELOPE SEALER CO.**

109 No. Market St., Chicago

## KOHLHAAS Sight Systems

Put "Live Matter" business papers where you can get them "instantly" when you want them.

**There's a Kohlhaas Device for Every Business and Every Purpose.**

Address File	Daily Reminder
Follow-Up File	Note Case
Check Sorter	Numerical Sorter
Letter Sorter	Alphabetical File
Perpetual Daily Reminder	

All made for desk use;  
All inexpensive;  
All save time, money, labor and annoyance.

**THE KOHLHAAS CO.**

*Manufacturers of Sight Systems  
For Every Business*

29 W. Lake St.

Chicago



### The Kohlhaas Letter Sorter—

A simple desk accessory that enables you to keep your papers orderly, classified, clean, accessible. Eliminates the "where did I put that letter?" question. With it you can hold for quick reference letters, invoices, back orders, stock sheets, ledger sheets for posting, memos—any and all important documents that you "want when you want them." Made in 9x12 in. size, with 14, 26 or 32 guides, indexed as desired.

PRICES: With 14 Guides, \$7.00  
With 26 Guides, \$8.00  
With 32 Guides, \$8.50

Special sizes to order. Portable—Sectional.

Please mention THE MAILBAG when answering advertisements. Thank you.



*We are opposite  
Old Independence Hall*

## THE MISSING LINK

that may have caused such trouble as you have experienced in getting satisfactory engravings is probably in what might be called the "in-between" organization.

No matter how lucid your instructions or how competent the workmen, if those instructions are not properly interpreted in terms understandable by the men, there will be distressing delays and irritating errors.

Our Mail Order Department has had thirty years' experience as an organized and systematized interpreter of instructions—We believe it to be unique in its intelligent carrying out of the buyers' ideas. We shall be glad to have you put it to the test.

H. A. Gatchel, Pres. C. A. Stinson, V. Pres.  
**GATCHEL & MANNING**  
PHOTO ENGRAVERS  
Sixth and Chestnut Streets  
**PHILADELPHIA**

(By-the-way, do you get "Etchings," our house organ?  
You're welcome.)

## "HOOVERIZE"

On Multigraph ribbons. Save 75% of letter production cost. Send your used ribbons to be re-inked in original color. Secure from 6 to 10 times more service. \$7 per dozen. Satisfaction guaranteed.

**H. FULLER**  
703 Silvey Building, ATLANTA, GA.

## Volume One of The Mailbag

*Permanently and Handsomely Bound*

Only a few of these left. If you haven't a complete file of Volume One, and want it, don't delay. 312 pages, with index. A gold-mine of ideas and suggestions that run practically the entire gamut of direct-mail work.

**PRICE \$2.00**

Prepaid postage in the U. S. Order now as none of these will be held in reserve. When the supply is exhausted, Volume One will go out of print.



Howell Cuts

ask for proofs

for your household direct mail & other advertising

Charles E. Howell 303 Fifth Ave. N.Y.C.

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters

You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould

Mailing Lists St. Louis

## INK

Made especially for RE-INKING.

On the quality of the ink used depends the success of re-inked ribbons. Use only the best. Save on the cost by buying in 1 lb. cans.

**Black \$3.25. Blue and Purple \$4 per pound**  
Order your next supply from  
**INK SUPPLY, 702 Silvey Bldg., Atlanta, Ga.**

Please mention THE MAILBAG when answering advertisements. Thank you.

## What Helped the Government Win the War Will Help You Increase Your Sales and Solve Labor Troubles

**G**EORGE CREEL, CHAIRMAN OF THE COMMITTEE ON PUBLIC INFORMATION, in a recent article in "Direct Advertising" said: "The Government had to have white paper and advertising, pamphlets and house organs to support that morale of the people on which the actual war program depended. . . . The publicity was as necessary as the bullets."

"Mr. Creel's explanation," the Editor of this publication stated, "gives us a testimonial from the very highest source on the value of direct advertising. The Government classified it as one of the most important essentials to the successful prosecution of the war. . . ."

"Business men who wish to accomplish similar positive results in increasing the sale of their products will do well to consider the Government's advertising methods. . . . The only possible source of waste in advertising direct is that which results from the failure of the advertiser to put out attractive and interesting literature."

Every business man is anxious to increase the sales of his product, but just as important these days is the establishing of industrial morale. Where business literature used to be thought of only in terms of sales-building, it now is fulfilling vastly important functions in achieving industrial solidarity, which insures selling power.

Just as the Government developed the war-time morale of the public, so should every business concern carefully consider its industrial morale. And this morale should apply to all workers, salesmen, dealers, and to the public at large.

The readjustment of business, the harmonizing of labor and the stabilizing of the whole economic structure can be effected and vitalized through the force of the printed word. Sales will be promoted and industrial harmony achieved, as a result of the dissemination

of constructive business propaganda, *provided*, as the Editor of "Direct Advertising" points out, *the literature put out is attractive and interesting.*

The men at the top should interpret their business to the men in the lower positions. This can be achieved through internal and external publicity. Such business interpretations should be a composite of the various appeals of an enterprise—to attract customers and create desire for merchandise, to interest dealers in your firm and products, to spur salesmen to greater efforts, and to arouse the pride and loyalty of all employees in office and factory.

A book explaining my service and emphasizing important present-day business facts — entitled "A Vital Need of the Times"—has brought over four hundred letters of cordial indorsement from prominent men in the two weeks since it was mailed. One well-known business executive wrote: "I have never read so broad and rousing a declaration on the powers and functions of business and of advertising as is contained in this very human and interesting book of yours. You show the Vital Needs of the Times and explain to us business men how to meet those needs."

### FELIX ORMAN

*Business Literature, Institutional Advertising, Booklets, House Organs, Follow-Up Systems, Special-Article Advertisements, Advertising Sum-Ups, Industrial Research and Promotion, Labor Stabilization, Social Surveys in Business, Scenarios for Industrial Motion Pictures.*

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WILLIAM R. MALONE, President, Postal Life Insurance Co., writes: "Certainly, FELIX ORMAN will be the name that made the story-advertisement famous."

The Advertising World, London, says: "As a writer of story-advertisements, FELIX ORMAN of New York can have few rivals."

Please mention THE MAILBAG when answering advertisements. Thank you.



**"All things may be well-made or ill. A work of art is a well-made thing. It may be a well-made statue, or a well-made chair, or a well-made book. Art is not a special sauce applied to ordinary cooking; it is the cooking itself, if it is good. Most simply and generally art may be thought of as the well-doing of what needs doing."**

**W. R. LETHABY**

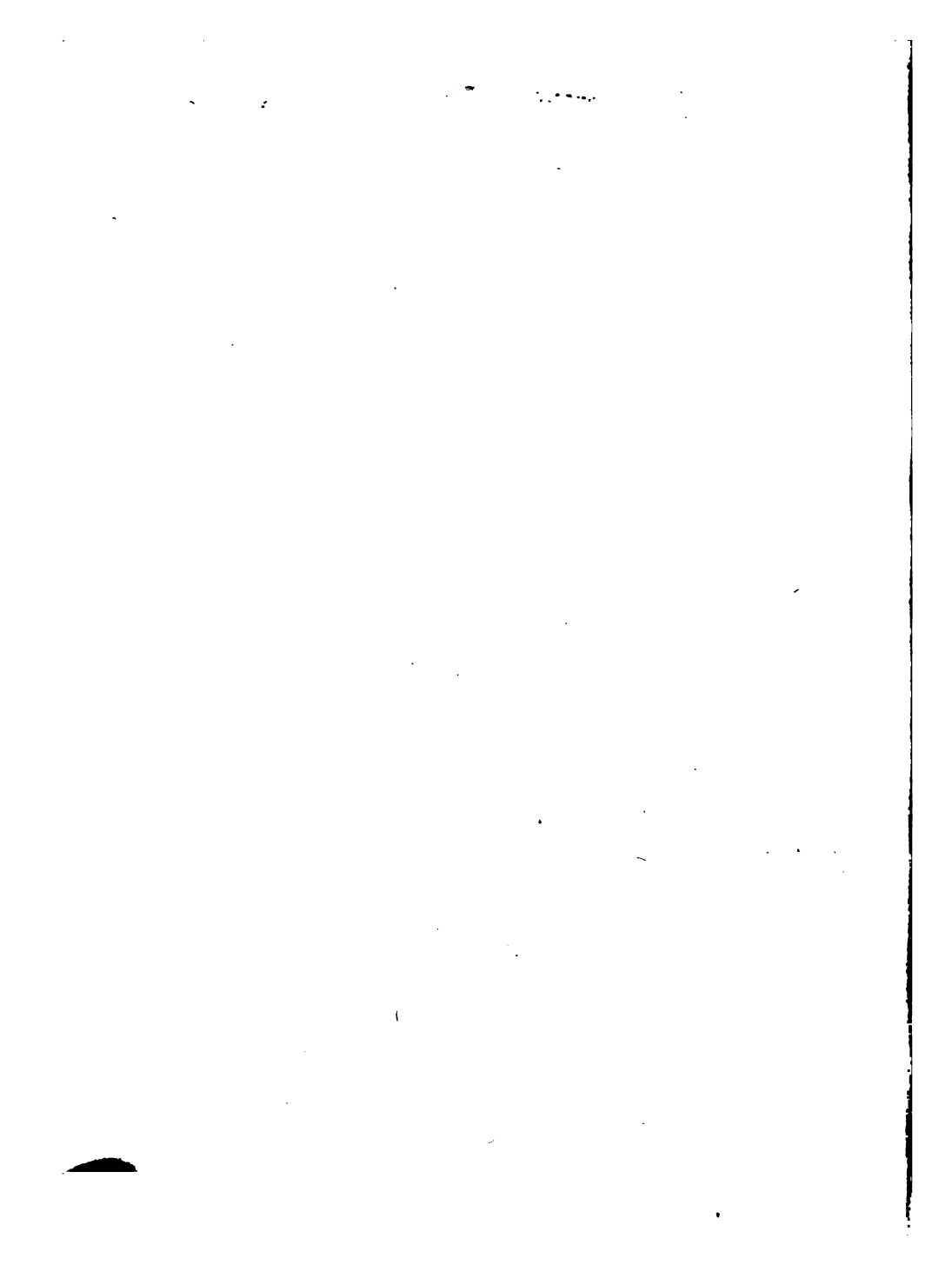


# ART

**"The well-doing of what needs doing" is the purpose of the Franklin Printing Company in all its work of creating ideas, writing copy, constructing layouts and dummies, making drawings, photographs and engravings for Direct Advertising. To advertisers with problems unsolved, this service is offered and correspondence invited. A simple request to be placed on our mailing list entails no responsibility whatever and may be the means of furnishing you with material for the very ideas you have been seeking for the striking and unusual.**

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